truck watch

By Jack Walsh
Truck Editor

The small, specialized heavy-truck company founded by former executives of the old Diamond Reo Trucks, Inc., in Lansing is producing a fire/rescue vehicle chassis with several unique features.

One of the features—a slide-out power module—could be the solution to problems of keeping big commercial trucks out of the shop for long periods and on the road where the money is made.

The engine, transmission and radiator of the new "Gladiator Super Command" are mounted on a roll-out frame which can be removed from the front of the cab when major repairs are required.

George W. Sztykiel, president, Spartan Motors, Inc., Charlotte, Mich., said the growing complexity of truck powertrain components will accelerate acceptance of the power-module concept.

The savings in downtime will offset the expense of having a replacement power module, in Sztykiel's opinion. The idea isn't new, but the need for a costly backup module was the big obstacle to acceptance of the concept.

• The cab-over-engine Gladiator features a non-tilting cab, which Sztykiel said eliminates the hazards and inconveniences associated with cabs that do tilt.

"Regular maintenance functions are easily performed by tilting a rear access cover," he said, "and major service can be performed by opening the front engine cover."

The Gladiator's all-aluminum, four-door cab features stand-up room in the crew section, measuring 75 inches from floor to roof. The cab is designed for seating up to 10 firefighters in full gear, two up front and eight in the crew section.

"There are a number of other uses for the crew section," Sztykiel said. "With windows all around, an inside control panel can protect the operator from

Continued on Page 53, Col. 3

The Giant is back in stride

The Diamond Reo Giant, produced by Osterlund, Inc., in Harrisburg, Pa., is rolling today at a rate of two units a day in a new facility that was occupied in May. Things were slow during the recession, but the company is looking for a steady upturn in sales.

Diamond Reo Giant rolls on in a new plant

By Arthur M. Flax
Assistant Truck Editor

HARRISBURG, Pa. — Osterlund, Inc., maker of Diamond Reo heavy trucks, has emerged from the recession alive and well. So well, in fact, it is expanding its operations here with a new facility capable of producing 10 trucks a day.

According to Thomas L. Neitz, marketing director, Osterlund managed to stay profitable during the slow years, and now that the truck market has picked up, the firm decided the time was right for expansion.

Production at the new plant, into which Osterlund moved in early May, now runs at two trucks a day, with an increase to three planned in some three months, according to Jan Osterlund, executive vice president. Production for the year is estimated at around 500.

Neitz said the new plant is set up so that the company will be able to scale operations up or down quickly according to demand.

The old plant, which could produce one to 1½ trucks a day, has become the company's service and parts division.

Diamond Reo conventional units, called the Giant, are oriented toward construction and very heavy-duty use. The firm's Giant series includes single and tandem-axle versions, as well as a 6x6 model. The line also includes axle-forward versions suited for West Coast operations.

Although most of the firm's business is east of the Mississippi, Osterlund said the company is looking to spread its market West.

The company has 65 U.S. dealers, including locations in

Continued on Page 53, Col. 4

Freight tonnage in first quarter up 9.1 pct. over '83

WASHINGTON.—Motor-carrier tonnage, net income and revenue increased in the first quarter of 1984 over the first quarter of 1983, but they still were far below previous highs.

The 9.1 percent increase in tonnage marks the first quarter-to-quarter increase since the second quarter of 1981. Less-than-truckload (LTL) tonnage increased at an even greater rate of 15.8 percent.

These findings come from a survey of 158 common carriers of general freight, conducted by the Regular Common Carrier Conference, an affiliate of the American Trucking Assns.

During the first quarter, the surveyed carriers transported 25.8 million tons of freight, up from 23.6 million tons in the first quarter of 1983. But this is still only 56 percent of the 45.8 million tons carried in the first quarter of 1979.

Total motor-carrier after-tax net income for the three months was $24.8 million, a 42 percent increase over the first quarter of 1983. Although this is a substantial increase and the best first quarter since 1980, the RCCC noted that 54 percent of the carriers showed a net loss for the first quarter of 1984.

Revenues of the surveyed carriers showed an 11.2 percent increase over the previous first quarter. However, this increase was offset by an 11.4 percent increase in expenses over the same period.

Gladiator Super Command

The four-door cab of the new Gladiator Super Command fire/rescue chassis, produced by Spartan Motors, Inc., Charlotte, Mich., features stand-up room in the crew section, which measures 75 inches from floor to roof. The cab can seat eight in the crew section and two up

truck industry news

Four-month total hits 1,249,132 units

U.S. registrations up 49.4 pct. through April

Registrations of new trucks of all types in the U.S. topped one million through the first four months of 1984, outpacing the previous year by almost 50 percent.

The four-month total of 1,249,132 units was 49.4 percent higher than the 836,109 units registered in the year-ago period, according to R.L. Polk & Co. statistics.

In April, there were 335,664 tallies, an increase of 37.7 percent over the year ago 243,798 units.

New York and Oklahoma figures for 1984 were compiled from manufacturers' sales records.

Light-truck tallies for the first four months totaled 1,179,757 units and accounted for 94.4 percent of the industry total. The figure was 50 percent higher than the 786,754 units tallied in the first four months of 1984.

The medium-truck count through April was 14,456, a gain of 30.3 percent over the year-ago 12,018.

Four-month heavy-truck registrations totaled 54,919, up 47.1 percent over the 37,337 tallies in the year-earlier period.

• In Group 1, there were 667,284 registrations through April, an increase of 52.4 percent over the previous year's 437,953. Group 2 tallies were up 44.2 percent to 499,900 units, compared with 346,648 a year ago.

The Group 3 count for the four-month period was dramatically higher than a year ago, 12,573 versus only 2,153.

The medium-trucks groups also showed large gains. In Group 4, there were 193 units

Table on Page 48.

compared with 91 in 1983. Group 5 had 728 tallies, versus 182 a year earlier.

The Group 6 total of 13,535 units marked a 15.2 percent increase over the 11,745 units tallied a year ago.

Group 7 registrations in the January-April period rose 25 percent, from 14,817 units in

Continued on Page 53, Col. 1

HD registrations surge 47 percent ahead of '83 count

Heavy-truck registrations for the first four months of 1984 maintained a huge lead over year-earlier tallies as 54,919 vehicles were registered, 47.1 percent more than 37,337 a year earlier.

According to R.L. Polk & Co. statistics, four-month Group 8 registrations were up 61.6 percent to 36,397 units, compared with the previous year's 22,520.

Group 7 tallies totaled 18,522,

Continued on Page 53, Col. 1

U.S. TRUCK REGISTRATIONS

FOUR MONTHS, 1984 VS. 1983★

Make	4 mos., 1984	Percent Share of '84 market	4 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	363,854	29.13	266,289	31.85	– 2.72
Chevrolet	346,591	27.75	252,000	30.14	– 2.39
Dodge	128,808	10.31	76,498	9.15	+ 1.16
GMC	93,204	7.46	71,181	8.51	– 1.05
Jeep	43,209	3.46	20,648	2.47	+ 0.99
Plymouth*	24,268	1.95	3,007	0.36	+ 1.59
International	17,105	1.37	13,759	1.65	– 0.28
Mack	6,342	0.51	4,608	0.55	– 0.04
Kenworth	4,587	0.37	2,038	0.24	+ 0.13
Freightliner	4,510	0.36	2,878	0.34	+ 0.02
Peterbilt	3,789	0.30	2,104	0.25	+ 0.05
White	2,533	0.20	756	0.09	+ 0.11
Mercedes-Benz	643	0.05	792	0.10	– 0.05
Volvo	551	0.04	402	0.05	– 0.01
Autocar	373	0.03	236	0.03	.....
Western Star	149	0.01	95	0.01	.....
Misc.**	208,596	16.70	118,818	14.21	+ 2.49
TOTALS	1,249,132	100.00	836,109	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

FOUR MONTHS, 1984 VS. 1983★

Make	4 mos., 1984	Percent Share of '84 market	4 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	12,341	22.47	9,178	24.58	– 2.11
Ford	10,562	19.23	8,134	21.79	– 2.56
GMC	7,212	13.13	4,856	13.01	+ 0.12
Mack	5,321	9.69	4,018	10.76	– 1.07
Kenworth	4,587	8.35	2,038	5.46	+ 2.89
Freightliner	4,510	8.21	2,878	7.71	+ 0.50
Peterbilt	3,789	6.90	2,104	5.63	+ 1.27
White	2,533	4.61	756	2.02	+ 2.59
Chevrolet	2,458	4.53	2,080	5.57	– 1.04
Volvo	551	1.00	402	1.08	– 0.08
Autocar	373	0.68	236	0.63	+ 0.05
Mercedes-Benz	202	0.37	238	0.64	– 0.27
Western Star	149	0.27	95	0.25	+ 0.02
Misc.	304	0.56	324	0.87	– 0.31
TOTALS	54,919	100.00	37,337	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.

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In case involving U. S., Puerto Rican antitrust laws

Mitsubishi battling Chrysler dealer

WASHINGTON. — Mitsubishi Motors Corp. is embroiled with a Chrysler-Plymouth dealership in San Juan, P. R., in a complex case involving U. S. and Puerto Rican antitrust laws, arbitration of claims outside the U. S. and transshiping of automobiles.

The Supreme Court has asked the Solicitor General to file a brief expressing the government's view of the case.

Mitsubishi entered into distributor and sales procedure agreements with Soler Chrysler-Plymouth, Inc., late in 1979. Soler sold several thousand Mitsubishis in the 1980 model year, quadruple the number sold by the preceding franchisee.

Sales dropped sharply in 1981, however, and by December of that year, Mitsubishi was holding 966 cars in Japan for Soler, for which Soler owed approximately $3 million.

Soler wanted to transship some of the vehicles outside Puerto Rico, but Mitsubishi and Chrysler Corp. claimed that such transshipment would violate an agreement they had made regarding vehicle allocations and dealer orders.

Soler told Mitsubishi that it disclaimed responsibility for the cars still in Japan, claiming that the agreement between Chrysler and Mitsubishi represented illegal restraint of trade under U. S. and Puerto Rican antitrust laws.

Mitsubishi filed suit in March, 1982, with the U. S. District Court for the District of Puerto Rico, seeking to force Soler to arbitrate the matter before the Japan Commercial Arbitration Assn.

Soler filed a countersuit two months later, seeking $360 million in actual and punitive damages for alleged violations of the antitrust laws, the Dealer's Day in Court Act and the Puerto Rico Dealer's Act, among other charges.

• The district court ruled that all of Mitsubishi's claims and all but two of Soler's were covered by the arbitration clause written into the original 1979 agreements.

Soler petitioned the First Circuit Court of Appeals, which ruled that Soler's antitrust claims were important enough to overcome the mandate of the Federal Arbitration Act and should be decided by litigation, not arbitration.

Both Mitsubishi and Soler have since appealed to the Supreme Court. Mitsubishi argued that the appeals court's ruling on Soler's antitrust charges constituted "an impermissible judge-made exception to the Federal Arbitration Act."

The appeals court used the doctrine of a Second Circuit decision holding that pre-dispute arbitration agreements were void with respect to antitrust claims.

This doctrine "constitutes an unwarranted exception to the strong national policy in favor of arbitration" and "undercuts the certainty and neutrality which arbitration affords in the resolution of disputes arising out of international commerce," Mitsubishi argued.

Soler argued that the arbitration clause with Mitsubishi referred only to specific articles in the sales procedure agreement and did not cover any of its claims in the current case.

"Compelling a party to arbitrate a claim based upon a statute designed for that party's protection may, for all practical purpose, deny that party the protection the statute was designed to afford," Soler claimed.

The problem is especially significant when the arbitration will take place outside the U. S. and is not subject to U. S. regulations, the dealership added.

95 dealerships added in Canada; total is 3,449

WILLOWDALE, Ont. — The number of franchised automobile dealerships in Canada rose 2.84 percent in March from the year-ago month, according to the Federation of Automobile Dealer Assns. of Canada (FADA.)

As of March, the number of Canadian franchised automobile dealerships was 3,449, up 95 from the 3,354 reported a year earlier, FADA said.

At 953, General Motors had the most Canadian dealerships as of March. GM was followed by Ford Motor Co. with 639; Chrysler Corp., 524; American Motors, 213, and Toyota, 209.

GM added 19 dealerships since March, 1983, while Ford gained 15, Chrysler increased its ranks by 19; AMC grew by 30, and Toyota lost one.

CANADIAN DEALER TOTALS

	March 1983	March 1984
AMC	183	213
BMW	46	48
Chrysler Corp.	505	524
Fiat	40	...
Ford Motor Co.	624	639
General Motors	934	953
Honda	184	186
Hyundai	...	56
Jaguar Rover Triumph	22	20
Lada	75	77
Mazda	141	135
Mercedes-Benz	53	54
Nissan	198	195
Saab	44	45
Subaru	90	85
Suzuki	69	78
Toyota	210	209
Volkswagen-Porsche-Audi	200	200
Volvo	86	82
Sub-Total	3,704	3,799
Less Duals*	350	350
TOTAL	3,354	3,449

*—FADA estimate of number of dual line dealerships
Source: Federation of Automobile Dealer Assns. of Canada

Koester opens mall outlet

Koester Buick-AMC-Jeep-Renault-BMW, Decatur, Ill., sublet a 3,000-square-foot former clothing store in a shopping mall and boosted sales 20 percent. "We're going where the traffic is," said president Werner Koester.

Koester's satellite showroom brings vehicles to shoppers

DECATUR, Ill. — A satellite showroom means more sales for a Central Illinois dealership. In just 30 days, Koester Buick-AMC-Jeep-Renault-BMW hiked sales 44 percent, and nearly half of that increase resulted from sales at a compact showroom in a nearby shpping mall.

"The showroom at the mall means we're talking to people we don't normally see. We're getting a lot of conquest sales where people normally looking for a Ford or Chevy will switch and buy a Buick," said Werner Koester, president of the dealership.

Koester said the company sold 45 new cars in April, opened the 3,000-square-foot showroom May 1 and hiked sales to 65 new cars in an otherwise slow month. Nine of those 65 sales were made at the satellite showroom.

Koester said the nine sales closed at the Hickory Point Mall showroom in May (across the street from Koester's 7.5-acre deaership) cover the $5,500 monthly sublease for the former clothing store.

"It's easier to sell to a couple" and more couples come into the mall than into a dealership, Koester said.

"Women influence 85 percent of the closing situations and this showroom gets a lot of women thinking of a new car. Men at the mall have time on their hands and this (showroom) is a draw," he said.

Farthing honored

RUSHVILLE, Ind. — Charles Farthing, of Farthing Sales here, has received a plaque commemorating his 25 years as a Dodge dealer.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

FOUR MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**137**	**137**
	April, '83	.....	.....	.....	.....	.....	.....	.....	57	57
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**373**	**373**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	236	236
CHEVROLET	**April, '84**	**46,527**	**40,984**	**3,247**	.....	**27**	**362**	**632**	**47**	**91,826**
	April, '83	40,515	31,579	1,055	.....	14	329	417	50	73,959
	Year to Date '84	**174,643**	**155,705**	**12,132**	.....	**79**	**1,547**	**2,342**	**143**	**346,591**
	Year to Date '83	137,161	109,290	2,103	.....	79	1,287	1,905	175	252,000
(Memo Units) #	**April, '84**	**31,926**	**16,056**	.....	.....	.....	.....	.....	.....	**47,982**
	April, '83	28,122	12,850	.....	.....	.....	.....	.....	.....	40,972
	Year to Date '84	**119,061**	**61,935**	.....	.....	.....	.....	.....	.....	**180,996**
	Year to Date '83	94,550	43,772	.....	.....	.....	.....	.....	.....	138,322
DODGE	**April, '84**	**23,608**	**11,431**	.....	.....	.....	.....	.....	.....	**35,039**
	April, '83	14,068	9,682	.....	.....	.....	.....	.....	.....	23,696
	Year to Date '84	**85,498**	**43,310**	.....	.....	.....	.....	.....	.....	**128,808**
	Year to Date '83	46,923	29,575	.....	.....	.....	.....	.....	.....	76,498
(Memo Units) #	**April, '84**	**17,266**	**7,181**	.....	.....	.....	.....	.....	.....	**24,447**
	April, '83	8,436	6,812	.....	.....	.....	.....	.....	.....	15,248
	Year to Date '84	**59,446**	**26,909**	.....	.....	.....	.....	.....	.....	**86,355**
	Year to Date '83	28,713	20,578	.....	.....	.....	.....	.....	.....	49,291
FORD	**April, '84**	**27,541**	**67,038**	.....	.....	.....	**894**	**2,224**	**955**	**98,652**
	April, '83	28,490	45,911	.....	.....	.....	704	1,439	692	77,236
	Year to Date '84	**100,825**	**248,385**	.....	.....	.....	**4,082**	**7,295**	**3,267**	**363,854**
	Year to Date '83	93,822	161,346	.....	.....	.....	2,987	5,761	2,373	266,289
(Memo Units) #	**April, '84**	**27,175**	**21,632**	.....	.....	.....	.....	.....	.....	**48,807**
	April, '83	22,057	17,479	.....	.....	.....	.....	.....	.....	39,536
	Year to Date '84	**97,532**	**82,291**	.....	.....	.....	.....	.....	.....	**179,823**
	Year to Date '83	70,102	62,539	.....	.....	.....	.....	.....	.....	132,641
FREIGHTLINER	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**1,489**	**1,489**
	April, '83	.....	.....	.....	.....	.....	.....	.....	1,025	1,025
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**4,510**	**4,510**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,878	2,878
GMC	**April, '84**	**10,877**	**11,413**	**113**	.....	**167**	**394**	**1,073**	**923**	**24,960**
	April, '83	8,998	10,426	20	.....	14	355	765	680	21,258
	Year to Date '84	**40,424**	**42,862**	**389**	.....	**649**	**1,668**	**3,950**	**3,262**	**93,204**
	Year to Date '83	30,111	34,320	50	.....	98	1,746	2,999	1,857	71,181
(Memo Units) #	**April, '84**	**6,697**	**4,318**	.....	.....	.....	.....	.....	.....	**11,015**
	April, '83	5,633	4,398	.....	.....	.....	.....	.....	.....	10,031
	Year to Date '84	**24,859**	**15,393**	.....	.....	.....	.....	.....	.....	**40,252**
	Year to Date '83	17,996	12,801	.....	.....	.....	.....	.....	.....	30,797
INTERNATIONAL	**April, '84**	.....	.....	.....	.....	.....	**1,417**	**1,168**	**2,537**	**5,122**
	April, '83	.....	.....	.....	.....	.....	1,162	931	1,665	3,758
	Year to Date '84	.....	.....	.....	.....	.....	**4,764**	**4,174**	**8,167**	**17,105**
	Year to Date '83	.....	.....	.....	.....	.....	4,581	3,330	5,848	13,759
JEEP	**April, '84**	**9,581**	**1,605**	.....	.....	.....	.....	.....	.....	**11,186**
	April, '83	3,526	1,928	.....	.....	.....	.....	.....	.....	5,454
	Year to Date '84	**35,837**	**7,372**	.....	.....	.....	.....	.....	.....	**43,209**
	Year to Date '83	12,077	8,571	.....	.....	.....	.....	.....	.....	20,648
(Memo Units) #	**April, '84**	**9,581**	**1,286**	.....	.....	.....	.....	.....	.....	**10,867**
	April, '83	3,526	1,644	.....	.....	.....	.....	.....	.....	5,170
	Year to Date '84	**35,837**	**6,122**	.....	.....	.....	.....	.....	.....	**41,959**
	Year to Date '83	12,077	6,991	.....	.....	.....	.....	.....	.....	19,068
KENWORTH	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**1,115**	**1,115**
	April, '83	.....	.....	.....	.....	.....	.....	.....	690	690
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**4,587**	**4,587**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,038	2,038
MACK	**April, '84**	.....	.....	.....	.....	.....	**363**	**44**	**1,425**	**1,832**
	April, '83	.....	.....	.....	.....	.....	152	77	1,131	1,360
	Year to Date '84	.....	.....	.....	.....	.....	**1,021**	**126**	**5,195**	**6,342**
	Year to Date '83	.....	.....	.....	.....	.....	590	274	3,744	4,608
MERCEDES-BENZ	**April, '84**	.....	.....	.....	.....	.....	**116**	**54**	.....	**170**
	April, '83	.....	.....	.....	.....	.....	157	87	.....	244
	Year to Date '84	.....	.....	.....	.....	.....	**441**	**202**	.....	**643**
	Year to Date '83	.....	.....	.....	.....	.....	554	238	.....	792
PETERBILT	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**984**	**984**
	April, '83	.....	.....	.....	.....	.....	.....	.....	652	652
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,789**	**3,789**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,104	2,104
PLYMOUTH	**April, '84**	**7,269**	**18**	.....	.....	.....	.....	.....	.....	**7,287**
	April, '83	472	399	.....	.....	.....	.....	.....	.....	871
	Year to Date '84	**24,211**	**77**	.....	.....	.....	.....	.....	.....	**24,288**
	Year to Date '83	1,171	1,296	.....	.....	.....	.....	.....	.....	3,007
VOLVO	**April, '84**	.....	.....	.....	.....	.....	.....	**107**	**37**	**144**
	April, '83	.....	.....	.....	.....	.....	.....	55	35	90
	Year to Date '84	.....	.....	.....	.....	.....	.....	**405**	**146**	**551**
	Year to Date '83	.....	.....	.....	.....	.....	.....	238	164	402
WESTERN STAR	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	April, '83	.....	.....	.....	.....	.....	.....	.....	15	15
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**149**	**149**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	95	95
WHITE	**April, '84**	.....	.....	.....	.....	.....	.....	.....	**407**	**407**
	April, '83	.....	.....	.....	.....	.....	.....	.....	268	268
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,533**	**2,533**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	756	756
MISCELLANEOUS*	**April, '84**	**54,380**	**709**	**21**	**42**	.....	**9**	**10**	**106**	**55,217**
	April, '83	32,496	564	.....	19	1	.....	21	64	33,165
	Year to Date '84	**205,846**	**2,189**	**52**	**193**	.....	**12**	**28**	**276**	**208,596**
	Year to Date '83	116,148	2,250	.....	91	5	.....	72	252	118,818
TOTALS	**April, '84**	**179,783**	**133,198**	**3,381**	**42**	**194**	**3,555**	**5,312**	**10,199**	**335,664**
	April, '83	128,565	100,435	1,075	19	29	2,859	3,792	7,024	243,798
	Year to Date '84	**667,284**	**499,900**	**12,573**	**193**	**728**	**13,535**	**18,522**	**36,397**	**1,249,132**
	Year to Date '83	437,953	346,698	2,153	91	182	11,745	14,817	22,520	836,109

★—New York and Oklahoma for 1984 compiled from Manufacturers' sales records; no registrations for Utah, April, 1984; no registrations for Oklahoma, 1983.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Says hearing-impaired dealer

Deafness no deterrent in showroom

By Jack Bernstein
Staff Correspondent

ST. CHARLES, Mo. — Selling cars to the hearing-impaired requires "time, politeness and courtesy," according to Tom Pundmann, vice president and assistant sales manager, Pundmann Ford, here.

Pundmann, who is deaf, has won several Ford awards, including the Distinguished Service Award, Outstanding Sales Achievement for 1983 and 500 Club. He is the third - generation of his family in the auto business and believes that "communication and convenience" are important in satisfying deaf customers.

Tom Pundmann

"Being deaf, however, is no handicap in selling," he said. "I have two very helpful secretaries, and there is no communication or speech problem. Above all, you have to know your product."

Dr. T. Alan Hurwitz, president of the National Assn. of the Deaf, said that there are approximately 16.2 million hearing-impaired people in the U.S.

"A large percentage — 2 million — severly deaf persons drive cars," Hurwitz said.

Many deaf persons are oral, or read lips, and others depend on sign language. However, new electronics that permit easy communication, called TDD, can be connected to any conventional telephone.

"Deaf people who are considering purchasing an automobile may likely respond favorably to dealers or salespeople who make the effort to sit down and meet his/her specific communication needs. One may need to write down everything as clearly as possible," Hurwitz said.

• Hurwitz, who is associated with Rochester (N. Y.) Technical Institute for the Deaf, strongly recommends that a dealer install a TDD in the service center "if you want to establish an ongoing consumer relationship with your deaf customers after their purchase of an automobile from you."

"This way your deaf customers can always call the service center to make an appointment or ask a specific question about car problems," he said.

"Also, it will be a good idea for car dealers to have a TDD in the showroom area so that you and other prospective customers may carry on a telephone conversation about new or used cars for sale."

Billy Clinkscales, Clinkscales Chevrolet, Belton, S. C., did just that because a deaf couple bought a station wagon from him.

"The TDD makes the difference between convenience and inconvenience. They can call the dealership directly without having to rely on someone else," Clinkscales said.

Hurwitz said that "the willingness of car dealers to obtain the TDD or arrange for an interpreter will certainly make the difference."

"Once this is established, the word will without doubt spread quickly throughout the deaf community and encourage deaf people and their families and friends to visit your car dealership," Hurwitz said.

While Tom Pundmann has encountered some voice problems, it has not affected his sales, which may reach 200 cars this year.

HD registrations surge 47 percent ahead of '83 count

Continued from Page 16

a gain of 25 percent over the year-earlier 14,817.

New York and Oklahoma registrations for 1984 were compiled from manufacturers' sales records. No registrations were recorded for Utah in April, 1984, or for Oklahoma in 1983.

The April total of 15,511 compared with 10,816 units tallied a year earlier, and represented a 43.4 percent increase.

International continued to lead in heavy-truck tallies with 12,341 units through April, compared with Ford's 10,562 units.

Ford and International were the biggest losers in market share. Ford's 10,562 tallies represented 19.23 percent of the total, down 2.56 percentage points from the year-earlier 21.79 percent on 8,134 units.

International's 12,341 tallies represented 22.47 percent of the market, off 2.11 points from last year's 24.58 percent on 9,178 units.

Kenworth and White scored the largest gains in penetration. Kenworth's 8.35 percent share on 4,587 units represented a gain of 2.89 points over the 5.46 percent share on 2,038 units during the same period last year.

White's 4.61 percent share on 2,533 units represented a boost of 2.59 points over the 2.02 percent share on 756 units a year earlier.

Peterbilt, Freightliner, GMC, Autocar and Western Star also increased their market share. Mack, Chevrolet, Mercedes-Benz, Volvo and the miscellaneous group suffered losses.

Harvester extends chairman's contract

CHICAGO. — Directors of International Harvester have extended the contract of Chairman Donald D. Lennox for two years. His five-year pact, scheduled to expire in 1985, now will run until 1987.

Lennox, 65, joined Harvester in 1980 and was elected chairman and chief executive last September. He had served previously as president and chief operating officer.

Wilson signs

Bill Wilson signs a Ford Division sales agreement for Bill Wilson Ford, Harrison, O. Witnessing is James F. Gwaltney, Cincinnati district sales manager.

truck watch

Continued from Page 16

inclement weather and still provide unobstructive viewing at the fire scene.

"In place of the rear seating, a litter carrier can be installed, plus other emergency-rescue equipment and supplies, to make a combination fire/rescue vehicle," he added. "The crew area also could be set up as a mobile command station."

• While Sztykiel does the talking, he makes it clear that Spartan Motors isn't a one-man show.

"This company wouldn't be here today if it weren't for the teamwork of some very good people," he said.

Other former Diamond Reo alumni who are top executives of Spartan Motors are William Foster and Gerald Geary, vice presidents, and John Knox, treasurer.

The four former Diamond Reo executives, plus several others, and a former fiberglass-parts supplier to Diamond Reo established Spartan Motors in Charlotte in 1975.

Its first order came from the fire-apparatus operations of FMC Corp., whose finance subsidiary —FMC Financial Corp.—forced Diamond Reo into bankruptcy when it moved to seize the financially troubled truck builder's assets in 1974.

In addition to building trucks for the fire-equipment industry, Spartan Motors also produces special chassis for public utilities.

It also produced the prototype for the Diamond Reo Giant, a heavy construction truck now manufactured by Osterlund, Inc. The firm was founded by Loyal R. Osterlund, a former Diamond Reo dealer in Harrisburg, Pa.

Truck market rises 49.4 pct.

Continued from Page 16

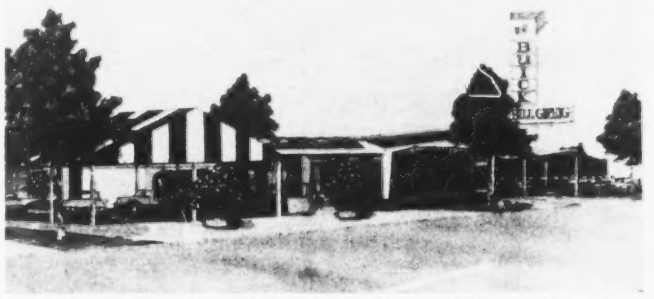
1983 to 18,522 units this year. The Group 8 count was 36,397, an increase of 61.6 percent over the 22,520 units registered a year earlier.

Ford continued to lead the industry with 363,854 units in the first four months, accounting for 29.13 percent of the total. Its share however, was down 2.72 percentage points from its year-earlier figure of 31.85 percent on 266,289 registrations.

Second-place Chevrolet took 27.75 percent of the total with 346,591 tallies. Its share was down 2.39 points from 30.14 percent on 252,000 units last year.

Expansion plans

Bill Greig Buick, Royal Oak, Mich., is expanding. The dealership is expanding over a side street that ran between its showroom and used-car lot. Below is an achitect's rendering of the completed expansion.



Diamond Reo expands, rolls on in new factory

Continued from Page 16

Colorado, Oregon and California. According to Neitz, the company would like to increase to 100 to 150 dealers. The firm also has 14 dealers in foreign countries.

Osterlund said "we're not out to take over the market. We just want a chunk of it."

He emphasized that Diamond Reo is a "quality truck" built in small numbers.

"We're not after big orders," he said. "We couldn't fill a 100-truck fleet order. Most orders are from the companies that order one to five trucks a year."

The Diamond Reo, however, is not a custom truck. Osterlund has standardized such components as Rockwell axles, Cummins engines, Fuller transmissions and Goodyear tires.

"We keep options to a minimum," Osterlund said. "We have to turn down orders every day. From a sales point of view, you hate to, but from a production point of view, it's the only way we can operate."

• The company was founded by Osterlund's father, Loyal F. Osterlund, who had been a dealer for Diamond Reo and other makes in the Harrisburg area for almost 20 years.

He bought the Diamond Reo manufacturing rights from the liquidators of the Lansing truck company after it went bankrupt in the middle 1970s.

Although he bought the production rights to six of the seven Diamond Reo models, he decided to build only one of them, a conventional which Diamond Reo discontinued about a year before it went out of business.

"It was their 'bread-and-butter' model for years, and it was my favorite," Osterlund said at the time. "I'm building this particular model because there's a big customer demand for [illegible]

He said the truck was ideal for such applications as concrete mixers, refuse collection, for hauling flatbed trailers, crane mounting, riggers and snowplows.

Loyal Osterlund continues as president of the company. Another son, Gary, owns the heavy - truck dealership, now located in Carlisle, just west of Harrisburg.

Toyota extends credit operations to 4 more states

TORRANCE, Calif. — Toyota Motor Credit Corp. (TMCC), a subsidiary of Toyota Motor Sales, U.S.A., Inc., extended operations in June to four more states: Maine, New Hampshire, Pennsylvania and Arizona.

TMCC, which started operations in mid-1983, now offers retail and wholesale financing for Toyota dealers in 12 states.

Additional expansion is planned throughout 1984.

"TMCC was conceived during a time of record-high interest rates and tight money to provide Toyota dealers with a stable financing course committed to servicing their financial needs," said Yale Gieszl, TMS/USA senior vice president for finance and administration.

"Although those situations have eased somewhat, the continental development of TMCC is in keeping with our long-term commitment to assist Toyota dealer operations," he said.

factories list auction dates

American Motors

July 10 — Golden Gate Auto Auction, Fremont, Calif.; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 11—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 12 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 17—Aptco Auto Auction, Taylor, Mich.

July 18 — Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Southern Auto Auction, Warehouse Point, Conn.

July 19 — Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 20 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord A. A., Acton, Mass.

July 24 — D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

July 25—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

July 26 — Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

July 31—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

July 10—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C.; South Seattle Auto Auction, Kent, Wash., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 11—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Butler Auto Auction, Gibsonia, Pa., and Harrisonburg Auto Auction, Harrisonburg, Va.

July 12—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif., and St. Pete Auto Auction Clearwater Fla.

Ford Motor Co.

July 11—Clanton's Auto Auction, Darlington, S. C.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, O.

July 17 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 18—Northway Exchange, Clifton Park, N. Y.

July 19—Arena Auto Auction, Chicago, Ill.; 166 Auto Auction, Springfield, Mo.; South Seattle Auto Auction, Kent, Wash., and Dallas Auto Auction, Grand Prairie, Tex.

July 25 — Southwest Auto Auction, Phoenix, Ariz., and Golden Gate Auto Auction, Fremont, Calif.

July 26 — Skyline Auto Exchange, Inc., Fairfield, N. J., and Aptco Auto Auction, Taylor, Mich.

August 1—Concord Auto Auction, Acton, Mass., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

August 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

July 11—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 12—Nashville Auto Auction, Nashvile, Tenn., and Denver Auto Auction Ltd., Englewood, Colo.

July 17—Southern Auto Auction, East Windsor, Conn., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 19—Indianapolis Auto Auction, Indianapolis, Ind.

July 25—Clanton's Auto Auction, Inc., Darlington, S. C.

July 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

July 26—Dallas Auto Auction, Grand Prairie, Tex.

July 31—South Seattle Auto Auction, Kent, Wash.

Used Car Sales

Auction Averages

July to date	$4,702
Month ago	$5,403
Year ago	$4,810

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1984	$10,662	$10,601	$11,393
1983	7,472	8,284	9,040
1982	5,744	6,185	6,165
1981	4,347	5,091	5,193
1980	3,494	4,358	4,345
1979	3,102	3,963	3,671
1978	2,278	2,432	2,431
1977	1,781	1,830	1,893
Overall Average	$ 4,702	$ 5,436	$ 5,372

used-car auction directory

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	SOUTHERN A.A. Warehouse Pt., Conn. 203/623-2617	26th EVANSVILLE A.A. Evansville, Ind. 812/425-4576	
24th D & A AUTO AUCTION New Stanton, Pa. 412/722-3122	25th COLUMBUS FAIR A.A. Columbus, Ohio 614/497-2000	CORRY AUTO AUCTION Corry, Penn. 814/664-7721	27th LOW COST HIGH PROFIT
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Loan plan helps workers move to new Ford jobs

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. have developed a low-interest loan package to help workers transfer between company facilities.

The plan, administered through Manufacturers National Bank of Detroit, allows Ford UAW workers to borrow between $500 and $1,000 in moving-expense loans to transfer to other Ford facilities at least 50 miles away. The current interest rate is 9 percent. The loans must be repaid in 12 to 18 months.

The loan plan was developed because many Ford workers were unable to take advantage of the preferential placement program, negotiated in the 1982 contract, according to Stephen P. Yokich, UAW vice president, and Peter J. Pestillo, Ford labor relations vice president.

"We found that some workers just didn't have the funds to move under the program, and others took the new jobs but came up short of living money until after their first paycheck arrived," they said.

The preferential placement program gives laid-off workers with little chance of recall preferential hiring rights for available jobs if they qualify or the right to "bump" probationary workers at other locations.

Under the 1982 contract, about 3,500 laid-off Ford workers have used the program. Workers who transferred after Jan. 1, 1983, will also be eligible for the loans.

The loan plan is guaranteed by the UAW-Ford Employe Development and Training Program.

In April, 1983, General Motors and the UAW set up a similar program for workers on the Guaranteed Income Stream program, giving those employes low-interest loans to move.

The GIS program provides high seniority laid-off workers with a percentage of their pay and benefits until they either retire or find a new job. Workers participating in the program must take a new job within the GM system if the company offers it to them or lose their GIS. Some of those workers complained they could not afford to make the move.

The GM loan program was started in California by Bank of America but was then extended to all GIS eligibles through National Bank of Detroit.

The GM program provided loans up to $1,000 repayable six months after the workers start the new job. GM guaranteed the loans.

BEST COPY AVAILABLE

Lawyer calls him frightened of underworld

New tack for DeLorean defense

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES.—Defense attorneys last week said John Z. DeLorean relinquished control of his car company to what he thought were underworld drug figures in order to get out of his dealings with them.

Donald Re, one of DeLorean's attorneys, said the former auto maker turned over 100 percent of his stock in DeLorean Motor Co., Inc., to Benedict Tisa, who was posing as a crooked banker, James Benedict, in order to protect himself and his family.

This latest tack in DeLorean's defense is in sharp contrast to earlier suggestions by the defense that DeLorean was conducting a "con" of his own — that the stock he proffered was worthless and since it had no value, there was no drug "deal."

Re told reporters, following the conclusion of cross-examination of agent John Valestra, that DeLorean was frightened at the prospect of dealing with underworld figures and was willing to "walk away from his dream" in order to save himself and his family.

The disclosure by the defense that DeLorean turned over 100 percent of the DMCI stock to Tisa differs from the account presented so far in court — that Valestra, posing as a drug kingpin named John Vicenza, would receive 50 percent of the DeLorean stock after Vicenza invested up to $60 million in drug profits in DeLorean's company.

According to the defense, DeLorean turned all the stock over to Benedict to hold until Vicenza put up $10 million and once an additional $50 million was turned over to the company, Vicenza would own 50 percent.

Since Benedict worked with Vicenza, Re said they effectively controlled the company.

During cross-examination of Valestra, Re continued to hit points that would show the Government trapped his client. In questioning Valestra about the Sept. 28 meeting in which DeLorean is shown phoning William M. Hetrick and asking him to go ahead with the "monkeys" (a codename for kilos of cocaine), Re suggested that Valestra prompted DeLorean to make the call to get it on videotape.

"It certainly wasn't a planned event," Valestra said of the call, although he admitted that having the call recorded "would be good evidence."

The Government began re-direct questioning of Valestra last week and is expected to call at least one other witness, Jerry West, the FBI agent who made the arrest of DeLorean.

N. Y. seat-belt bill waits for governor's signature

ALBANY.—The nation's first mandatory seat-belt-use law passed the final legislative hurdle and was on New York Gov. Mario Cuomo's desk for signing last week.

Cuomo has until Tuesday (July 10) to sign the measure.

The law would require drivers and front-seat passengers to wear seat belts, and there is a $50 fine for each violation. It will take effect Dec. 1, and there will be a one-month grace period before it is enforced. Cuomo is expected to sign the bill into law.

The measure is a compromise between the Assembly and Senate versions. It cleared conference and sailed through the Assembly on June 21 by a vote of 82 to 60. The Senate then passed the bill 38 to 22.

There was widespread support for the bill from safety groups, auto manufacturers, dealers and state traffic agencies.

According to various sources, this bill takes on national importance considering the size of New York and its population.

It could be a catalyst for other states to enact similar legislation, according to Elaine Petrocelli, director of the New York Coalition for Safety Belts. However, a similar move recently was defeated in Illinois.

There were objections in the debates centering on forcing citizens to wear belts rather than leaving them the opportunity to choose.

This bill also would require children under 10 to be restrained when riding in cars.

Auto industry vulnerable, Commerce analysts warn

Continued from Page 2

continue its recovery even in the face of support for it by Ford and Chrysler which, the analysts note, "wish to keep it alive to force the Administration to agree to pressure the Japanese Government to extend its limit on car exports beyond March, 1985."

(They also said of Ford and Chrysler that extending the voluntary restraint program would facilitate joint venture negotiations both companies have underway with their Japanese partners and that the extension, and higher profits because of them, would provide Ford in surance should it have to agree to a generous wage contract to avoid a strike.)

Last week Sen. Bob Packwood, Oregon Republican, completed his schedule of hearings on domestic content legislation with a hearing in Des Moines, Iowa. J. Paul McGrath, the Assistant Attorney General of the Antitrust Division of the Justice Department, testified for the administration in opposition to the measure.

RETURN ON SALES

for period ended Dec. 31 of each year

	1977	1978	1979	1980	1981	1982	1983
Revenue ($m)	$108,099	$122,364	$125,019	$105,967	$113,506	$97,458	$135,620
Net Inc./ (Loss)	$ 5,144	$ 4,950	$ 3,037	$ (4,216)	$ (388)	$ 322	$ 6,156
RETURN ON SALES	4.76%	4.05%	2.43%	−3.98%	−0.34%	0.33%	4.54%

CURRENT RATIO

as of Dec. 31 each year

	1978	1979	1980	1981	1982	1983
General Motors	1.79	1.68	1.26	1.09	1.13	1.40
Ford	1.33	1.25	1.14	1.16	0.84	1.05
Chrysler	1.43	0.97	0.94	1.08	1.12	0.80
AMC	1.29	1.42	1.69	1.48	1.10	1.01
TOTAL	1.55	1.40	1.18	1.07	1.01	1.19

QUICK RATIO

as of Dec. 31 of each year

	1978	1979	1980	1981	1982	1983
General Motors	0.89	0.81	0.61	0.40	0.48	0.88
Ford	0.64	0.53	0.50	0.47	0.38	0.57
Chrysler	0.45	0.30	0.26	0.34	0.54	0.39
AMC	0.61	0.64	0.47	0.27	0.30	0.33
TOTAL	0.73	0.62	0.52	0.42	0.44	0.70

LONG TERM DEBT-TO-EQUITY RATIO

as of Dec. 31 of each year

	1978	1979	1980	1981	1982	1983
General Motors	0.06	0.05	0.11	0.21	0.24	0.15
Ford	0.12	0.12	0.24	0.37	0.39	0.36
Chrysler	0.41	0.54	5.41	2.64	2.17	0.81
AMC	0.22	0.24	0.26	0.84	2.38	2.27
TOTAL	0.11	0.10	0.24	0.34	0.37	0.24

CAFE Box Score for 1983 Model Year

Manufacturer	Fleet	CAFE	Source	Assigned Fuel Economy Standard
Alfa Romeo	IP	25.2	3	26.0
AMC	DP	33.5	3	26.0
AMC	DT2	23.6	2	19.5
AMC	DT4	19.3	3	17.5
AMC-Renault	IP	31.4	3	26.0
Bertone	IP	29.1	3	26.0
BMW	IP	25.6	3	26.0
Chrysler	DP	27.0	2	26.0
Chrysler	DT	17.7	2	19.0
Chrysler	IP	33.9	2	26.0
Chrysler	IT	27.5	2	19.0
Fiat	IP	13.2	3	26.0
Ford	DP	23.8	3	26.0
Ford	DT2	19.7	3	19.5
Ford	DT4	17.2	3	17.5
Ford	IP	35.4	3	26.0
Ford	IT2	21.1	3	19.5
General Motors	DP	23.5	3	26.0
General Motors	DT2	20.5	3	19.5
General Motors	DT4	20.5	3	17.5
Grumman-Olson	DP	47.4	3	26.0
Honda	IP	35.4	2	26.0
Isuzu	IP	30.7	3	26.0
Isuzu	IT2	35.7	3	19.5
Isuzu	IT4	29.6	3	17.5
Jaguar	IP	18.8	3	26.0
Maserati	IP	10.0	3	26.0
Mazda	IP	28.9	3	26.0
Mazda	IT2	30.6	3	19.5
Mercedes-Benz	IP	26.6	3	26.0
Mitsubishi	IP	30.2	3	26.0
Mitsubishi	IT2	29.9	3	19.5
Mitsubishi	IT4	25.1	3	17.5
Nissan	IP	32.7	3	26.0
Nissan	IT2	28.7	3	19.5
Nissan	IT4	24.0	3	17.5
Peugeot	IP	25.1	3	26.0
Pininfarina	IP	28.9	3	26.0
Rolls-Royce	IP	11.0	3	9.9
Saab	IP	25.9	3	26.0
Subaru	IP	32.4	3	26.0
Subaru	IT4	29.0	3	17.5
Suzuki	IT4	25.0	2	17.5
Toyota	IP	32.6	3	26.0
Toyota	IT2	27.1	3	19.5
Toyota	IT4	22.4	3	17.5
Volvo	IP	25.8	3	26.0
Volkswagen	IP	30.0	3	26.0
Volkswagen	IT2	21.4	3	19.5

DT—Domestic trucks
DP—Domestic passenger cars
IP—Import passenger cars
DT2—Domestic 2-wheel drive trucks
DT4—Domestic 4-wheel drive trucks
IT2—Import 2-wheel drive trucks
IT4—Import 4-wheel drive trucks
IT—Import trucks
2 indicates mid-model-year estimate
3 is final figure from EPA

GM and Ford fail to meet '83 CAFE requirements

Continued from Page 1

Motors is well beyond it with a 33.5 MPG CAFE.

The company with the highest CAFE is Honda, with a 35.4-MPG average and the company with the lowest is Rolls-Royce with a 11-MPG average, although this is 1.1 MPG higher than the standard NHTSA, which administers the CAFE program, had set for it.

The Japanese producers, reflecting their concentration on production of smaller vehicles, all bested 30-MPG CAFE, while the European makers, with their emphasis on sport sedans and luxury vehicles, generally came in with CAFE near or slightly below the 26-MPG standard.

BMW, for example, achieved 25.6 MPG; Saab, 25.9 MPG; Volvo, 25.8 MPG, and Mercedes-Benz, with a greater emphasis on diesels, registered a 26.6 CAFE.

In the accompanying table, assigned fuel-economy standard is the standard NHTSA has assigned to each maker to meet.

Nader snipes at GM's Smith in Dole letter

WASHINGTON. — Consumer advocate Ralph Nader fired off a last-minute letter to Transportation Secretary Elizabeth Dole to urge adoption of a passive-restraint rule mandating air bags in all new cars sold in the U. S.

DOT has said it will issue a proposed rule on passive restraints this week.

Nader told Dole that without General Motors Chairman Roger Smith's "appallingly stubborn opposition" to air bags, there would be no hesitation and no controversy over this decision." Nader did not elaborate.

Nader asked Dole to "repudiate the shame of Roger Smith" by requiring the installation of air-cushion restraint systems in all new automobiles.

obituaries

Joseph Burns Cody

DETROIT. — Joseph Burns Cody, 72, a consultant to Ross Roy, Inc., died June 28. A native Detroiter, Mr. Cody enjoyed a long career in the automotive, advertising and communications industries in the Detroit area. He began with the Chrysler Corp. Export Division in 1934 and moved on to Detroit Edison, Young & Rubicam, J. Walter Thompson, Ross Roy, Inc., Engineering Research & Manufacturing Co. and C & C Industrial Services. From 1956 to 1973, he was the Detroit sales director for Life Magazine, following which he moved to Peterson Publishing Co. and Wilding Advertising.

Oliver Nelson

BOSTON. — Oliver Nelson, 69, retired Boston sales manager for Chrysler Corp., died June 20 in Venice, Fla.

letterbox

Continued from Page 10

name them after FLOWERS!

The industry already uses the phrase "color-keyed." This could be used to the best advantage now. Imagine the color scheme that could be used on a Chrysler Chrysanthemum and a Pontiac Petunia. Midyear models could have appropriate names as a Mercury Mistletoe and a Cadillac Crocus.

For those persons needing a larger model or minivan, there could be the Ford Florabunda. Exclusive designer models could have Latin names as the Lincoln Lilium Longiflorum (Easter Lilies). Of course, the only model better than that would be the Lincoln Lilium Longiflorum BROUGHAM.

When you stop and consider the many advantages of naming automobiles as I have proposed, I'm surprised the idea hasn't caught on yet. After all, the Birth Control League of America was not too popular until the name was changed to Planned Parenthood. — **W. McBride**, Troy, Mich.

Biddulph opens

SANTA ROSA, Calif.—Barry Biddulph has opened Biddulph Chevrolet here.

BEST COPY AVAILABLE

But import market share is sliced

First-half car sales best since 1979

Continued from Page 1

was up 27.32 percent and Dodge was up 21.16 percent. Ford Division was up 28.74 percent, Mercury was up 37.97 percent and Lincoln was up 59.69 percent.

Buick sales were up 19.30 percent, Cadillac was up 13.72 percent, Chevrolet was up 29.85 percent, Oldsmobile was up 1.08 percent and Pontiac was up 51.45 percent. VW was up 2.95 percent and Honda was up 289.48 percent for the first half.

With 154 first-half selling days this year compared with 153 in 1983, the domestic daily selling rate was up 25.46 percent: 27,574 vs. 21,738.

June domestic sales of 727,370 were up 8.86 percent from 668,145 last year. It was the highest total for the month since 1978 when an incredible 949,849 new cars were retailed. The 8.86-percent sales increase was the most modest of 1984, perhaps reflecting the rising interest rates now being tacked on new-car loans.

For the month, GM sales were up 9.90 percent, to 420,527 from 382,650. Ford reported sales of 179,196, up 5.29 percent from 170,196. Chrysler was up 10.17 percent, to 92,301 from 83,779. American Motors' 16,700 June sales were up 2.67 percent from 16,266 a year earlier while VW plunged 34.05 percent, to 6,599 from 10,006 and Honda doubled its total to 12,047 from 5,248.

The biggest piece of the June domestic pie went to GM, 57.81 percent, up some from 57.27 percent a year earlier. Ford dipped to 24.64 percent from 25.47 percent. Chrysler was up to 12.69 percent from 12.54 percent. AMC held 2.29 percent, down from 2.43 percent; VW dropped to 0.91 percent from 1.50 percent, and Honda grew to 1.66 percent from 0.79 percent.

The market class breakout showed domestic intermediates with the largest segment of the total, followed closely by imports. Intermediates had 24.88 percent in June, imports claimed 23.52 percent, compacts had 19.20 percent, subcompacts had 13.46 percent, standards had 11.03 percent and luxury models had 7.91 percent.

A year earlier, intermediates claimed 25.01 percent, imports had 26.04 percent, compacts had 17.60 percent, subcompacts had 13.86 percent, standards had 12.75 percent and luxury cars had 4.74 percent.

June import sales of 223,688 included records for the month for Toyota, Audi, Peugeot, Jaguar, Saab and Volvo. Mercedes-Benz, accustomed to standing among the record-setters, reported a sales drop of 13.21 percent for the month as dealer inventories dried up with no new cars being shipped from strike-idled factories in Germany.

Compatriot Volkswagen enjoyed a sales gain of 45.63 percent, Audi was up 30.65 percent and Porsche dropped 23.70 percent.

Japanese auto makers Nissan, Mazda and Isuzu had sales declines in June while Mitsubishi and Subaru were up. Honda imports were off 8.37 percent but combined with its U.S. sales, the total was up 10.74 percent.

June 21-30 domestic sales were up 10.90 percent, to 280,044 from 252,513. For the period, GM was up 20.72 percent, Ford was off 6.78 percent, Chrysler was up 12.38 percent, AMC was up 7.41 percent, VW was down 41.27 percent and Honda was up 167.52 percent.

GM's share of the June 21-30 market was 55.73 percent, Ford claimed 24.88 percent, Chrysler had 13.04 percent, AMC had 3.15 percent, VW had 1.19 percent and Honda had 2.01 percent.

With nine selling days in the period both years, the daily rate was up 10.90 percent, to 31,118 from 28,057.

Second-quarter domestic sales of 2,251,734 were up 19.89 percent from 1,878,108 a year ago.

Where auto market was in June

	Total Sales	Pct. of Total
SUBCOMPACT	127,969	13.46
COMPACT	182,649	19.20
INTERMEDIATE	236,639	24.88
STANDARD	104,863	11.03
LUXURY	75,250	7.91
IMPORT	223,688	23.52
TOTAL	951,058	100.00

Where auto market was in first half

	Total Sales	Pct. of Total
SUBCOMPACT	770,900	14.08
COMPACT	998,647	18.23
INTERMEDIATE	1,461,674	26.74
STANDARD	583,554	10.65
LUXURY	428,568	7.83
IMPORT	1,230,500	22.47
TOTAL	5,476,843	100.00

U.S. CAR SALES BY MARKETING UNITS

	June 1984	June 1983	6 Mos. 1984	6 Mos. 1983
Chevrolet	145,172	143,336	869,125	666,959
Ford	116,029	119,286	662,217	514,388
Oldsmobile	104,325	94,367	611,473	505,026
Buick	82,110	71,129	495,687	415,483
Toyota	57,836	56,486	269,458	282,117
Pontiac	62,071	46,935	380,449	251,210
Nissan	46,398	54,389	244,245	275,854
Mercury	48,115	42,458	269,808	195,556
Honda	41,929	37,861	261,543	198,824
Dodge	39,510	39,464	215,634	186,937
Plymouth	30,235	30,326	175,134	165,777
Cadillac	28,195	26,883	164,500	144,649
Chrysler/Imperial	28,981	24,421	162,125	128,325
AMC-Renault	18,041	19,972	102,742	117,168
Mazda	14,223	15,286	82,030	89,101
Volkswagen of America	24,963	24,300	155,703	113,780
Subaru	14,306	14,230	78,549	79,319
Lincoln	15,052	8,452	77,161	48,319
Volvo	9,206	8,488	57,014	48,020
Mercedes-Benz	5,926	6,828	40,526	35,780
BMW	5,500†	6,033	35,790†	26,680
Mitsubishi	3,106	2,742	19,593	13,991
Saab	3,436	3,135	18,143	13,926
Isuzu	1,651	2,083	7,996	9,837
Jaguar	1,829	1,581	8,874	7,733
Peugeot	1,553	1,394	9,593	7,384
Fiat		944		4,571
Alfa Romeo	360	546	1,731	1,784
TOTAL	951,058	903,355	5,476,843	4,548,519

† Estimate

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista

IMPORTED CAR SALES

	June 1984	June 1983	6 Mos. 1984	6 Mos. 1983
Alfa Romeo	360	546	1,731	1,784
Audi	7,814	5,981	39,823	22,391
BMW	5,500†	6,033	35,790†	26,680
Chevrolet Sprint	2,346		3,078	
Conquest/Challenger	298	1,888	2,263	8,584
Plymouth Colt	2,131	3,214	13,794	15,171
Dodge Colt	2,531	3,772	15,637	17,742
Fiat		878		4,104
Honda	29,882	32,613	195,873	181,963
Isuzu	1,651	2,083	7,996	9,837
Jaguar	1,829	1,581	8,874	7,733
Lancia		66		467
Mazda	14,223	15,286	82,030	89,101
Mercedes-Benz	5,926	6,828	40,526	35,780
Mitsubishi	3,106	2,742	19,593	13,991
Nissan	46,398	54,389	244,245	275,854
Peugeot	1,553	1,394	9,593	7,384
Porsche	1,713	2,245	12,458	11,168
Renault	1,341	3,706	6,486	16,048
Saab	3,436	3,135	18,143	13,947
Conquest/Sapporo	283	1,558	1,951	6,728
Subaru	14,306	14,230	78,549	79,319
Toyota	57,836	56,486	269,458	282,117
Vista	1,182		6,074	
Volkswagen	8,837	6,068	59,521	37,578
Volvo	9,206	8,488	57,014	48,020
TOTAL	223,688	235,210	1,230,500	1,213,491

† Estimate

DOMESTIC CAR SALES

	June 21 to June 30, 1984	Same Period, 1983	June, 1984	Same Month, 1983	Jan. 1 to June 30, 1984	Same Period, 1983
Alliance	3,755		8,405	12,090	50,034	70,770
Encore	4,635		6,835		35,530	
Renault Total	8,390		15,240	12,090	85,564	70,770
Spirit				409		3,536
Concord				1,253		10,629
Eagle	435		1,460	2,514	10,692	16,185
AMC Total	435		1,460	4,176	10,692	30,350
AMERICAN MOTORS*	8,825	8,216	16,700	16,266	96,256	101,120
Horizon	2,345	2,310	5,975	5,699	40,507	24,944
Turismo/TC3	1,804	1,717	4,620	3,910	24,631	18,206
Reliant	6,090	5,303	14,874	13,896	82,433	88,950
Plymouth	675	713	1,772	2,049	8,878	11,778
Total Plymouth	10,914	10,043	27,241	25,554	156,449	143,878
Laser	2,314		5,665		29,314	
LeBaron K	3,820	3,336	9,882	8,128	51,836	41,653
Cordoba		444		1,134	124	7,914
New Yorker 5th Ave.	2,757	3,236	6,829	7,936	38,004	42,830
E-Class	854	1,294	2,425	3,076	16,447	18,202
Chrysler	1,533	1,755	4,180	4,063	26,400	16,740
Total Chrysler	11,278	10,065	28,981	24,337	162,125	127,339
Total Imperial		32		84		986
Omni	2,261	2,272	5,700	5,153	35,011	22,388
Charger/024	1,856	2,219	4,623	5,152	27,465	21,735
Daytona	1,903		4,637		24,503	
Aries	4,966	4,286	11,720	13,351	62,556	65,777
600 Coupe/400	976	1,289	2,493	3,249	12,826	17,233
Diplomat	1,270	1,028	3,603	3,842	12,812	16,250
Mirada		182		475	250	2,847
Dodge 600	1,090	1,075	3,303	2,582	19,177	14,381
Total Dodge	14,322	12,351	36,079	33,804	194,600	160,611
CHRYSLER CORP.	36,514	32,491	92,301	83,779	513,174	432,814
EXP	1,142	1,244	2,683	2,812	14,268	12,380
Escort	11,823	18,782	31,452	41,453	178,544	184,494
Mustang	4,747	5,485	12,118	12,766	69,134	61,802
Tempo	9,190	7,636	23,589	15,237	128,266	17,658
Fairmont		947		2,489		33,389
Granada						3,751
Thunderbird	5,165	6,360	12,981	14,494	81,060	53,156
LTD '83	6,196	7,559	16,630	16,704	102,386	79,296
Ford Crown Victoria	6,516	6,175	16,576	13,331	88,559	68,462
Ford Division	44,779	54,138	116,029	119,286	662,217	514,388
LN7		307		698		3,519
Lynx	2,165	4,165	6,022	9,560	34,421	43,960
Topaz	2,500	2,067	6,358	4,818	37,202	5,761
Zephyr		161		548		10,783
Cougar/Monarch						906
XR-7	4,176	3,687	10,360	8,959	60,153	31,586
Capri	638	973	1,570	2,436	10,372	11,941
Marquis '83	3,838	2,341	10,154	6,430	53,773	31,506
Grand Marquis	5,240	3,334	13,651	9,009	74,187	55,594
Total Mercury	18,557	17,035	48,115	42,458	269,808	195,551
Continental	2,422	411	4,635	1,028	14,995	7,930
Lincoln	2,577	2,001	7,500	4,433	42,765	25,490
Mark VI/VII	1,337	1,108	2,917	2,991	19,401	14,899
Total Lincoln	6,336	3,520	15,052	8,452	77,161	48,319
L-M Division	24,893	20,555	63,167	50,910	346,969	243,875
FORD MOTOR	69,672	74,743	179,196	170,196	1,009,186	758,263
Skyhawk	5,177	2,116	12,766	6,892	65,316	40,234
Skylark	4,153	3,913	9,869	11,648	55,701	56,484
Century FD	7,094	3,647	16,896	11,400	111,546	62,420
Regal Sedan/Coupe	6,901	6,392	17,010	18,970	105,696	120,013
LeSabre	5,666	3,941	13,006	12,220	82,875	74,328
Electra	3,942	2,095	8,526	6,574	46,757	38,194
Riviera	1,616	885	4,037	3,425	27,796	23,810
Buick Division	34,549	22,989	82,110	71,129	495,687	415,483
Cimarron	527	805	1,376	2,142	9,172	10,350
Seville	1,134	1,057	3,023	2,764	18,630	14,649
Cadillac	6,671	6,140	17,885	16,007	101,506	87,224
Eldorado	2,292	2,341	5,911	5,970	35,192	32,426
Cadillac Division	10,624	10,343	28,195	26,883	164,500	144,649
Chevette	5,209	6,697	13,172	19,566	97,042	93,716
Cavalier	13,475	11,541	35,035	30,815	196,613	118,634
Citation	3,079	3,309	9,153	9,969	55,833	56,545
Camaro	8,111	6,343	19,732	19,099	109,718	88,997
Celebrity	11,830	5,382	29,951	16,489	177,875	72,375
Malibu	13	3,577	30	11,109	875	57,209
Monte Carlo	3,904	2,909	10,176	9,145	72,957	48,298
Chevrolet	10,246	7,779	24,685	24,410	140,598	117,661
Corvette	743	883	1,892	2,734	14,536	13,524
Chevrolet Division	56,610	48,420	143,826	143,336	866,047	666,959
Firenza	1,986	1,695	7,708	5,887	33,969	24,634
Omega	1,396	1,966	4,870	7,246	25,725	30,655
Cutlass Ciera	7,102	4,799	25,308	16,886	142,054	81,795
Cutlass Supreme	7,023	8,300	27,690	29,248	192,859	169,665
Olds 88	7,468	6,104	26,654	21,877	146,970	122,248
Olds 98	2,381	2,914	8,253	9,816	48,766	56,667
Toronado	1,178	1,047	3,842	3,407	21,130	19,362
Oldsmobile Division	28,534	26,825	104,325	94,367	611,473	505,026
Fiero	3,095		7,142		55,781	
1000	981	1,521	2,392	3,425	14,278	17,905
2000/Sunbird	5,334	4,287	12,903	9,671	67,184	45,164
Phoenix	816	1,049	1,893	2,467	8,509	14,714
Firebird	3,701	3,375	9,065	7,526	55,965	45,007
6000	4,742	3,058	11,144	6,992	69,872	39,189
Bonneville	2,462	2,887	6,152	6,630	38,713	39,835
Grand Prix	2,671	3,339	6,464	7,696	41,848	44,059
Parisienne	1,959	1,199	4,916	2,528	28,299	5,337
Pontiac Division	25,761	20,715	62,071	46,935	380,449	251,210
GENERAL MOTORS	156,078	129,292	420,527	382,650	2,518,156	1,983,327
VOLKSWAGEN	3,329	5,668	6,599	10,006	43,901	42,643
HONDA	5,626	2,103	12,047	5,248	65,670	16,861
DOMESTIC TOTAL	280,044	252,513	727,370	668,145	4,246,343	3,335,028
IMPORT TOTAL			223,688	235,210	1,230,500	1,213,491
INDUSTRY TOTAL			951,058	903,355	5,476,843	4,548,519

† estimate

GM earmarks $1 billion for Canadian growth

Continued from Page 2

ploys about 200 people and no increase is expected.

GM's decision to put the stamping plant in Oshawa was based on a loan of about $22 million from the Federal Government's Department of Regional Industrial Expansion and GM of Canada's return to profitability. GM of Canada had record profits of $675.6 million in 1983.

"The full potential of these plants and their benefits to employes will be achieved only by close cooperation between management and labor early in the design stages," Smith said. "We intend to work closely with the UAW and the employes it represents so their input can be utilized to maximize efficiency under the best possible conditions."

Earlier this year, GM announced a $255 million to build a V-6 fuel-injected engine at St. Catherines, Ont.

BEST COPY AVAILABLE

Car output reaches 4,260,695

Production: Best 1st half in 5 years

By Joe Wilssens
Staff Writer

Riding the wake of an impressive second-quarter build, domestic auto manufacturers posted their best six month production total in five years.

The industry completed 4,260,695 autos during the first six months of 1984, which was 29.01 percent more than the 3,302,571 finished in 1983. It was the best build for the period since 4,900,546 cars were assembled in 1979.

The Independence Day (July 4) reduced work schedules and resulted in 92,034 cars targeted for assembly last week, down 41.60 percent from the prior week's 157,603. The total, however, was 3.69 percent higher than the 88,758 autos assembled during the year-ago week.

Of last week's projected car production, General Motors accounted for 76.10 percent followed by Chrysler Corp., 20.26 and American Motors 3.64 percent.

All nine of Ford's auto assembly plants were idle last week as the company began summer vacation July 2. Ford workers are scheduled to return July 16.

Chrysler scheduled daily overtime at all five of its auto plants last week. The company's Belvidere (Ill.), Newark (Del.) and St. Louis Plants No. 1 and No. 2 worked two 9-hour daily shifts last week while the Jefferson (Detroit) facility worked two 8½-hour daily shifts.

Saturday (July 7) overtime was worked at GM's Oklahoma City and Van Nuys (Calif.) plants and at Flint's B and G lines.

Honda's Marysville (O.) plant was down last week for inventory adjustment. Workers returned to work today (July 9).

First half in Canada brings highest car output since 1978

Canadian auto manufacturers concluded production for the first half of 1984 with their best output in six years while truck assembly in Canada for the period reached a new high.

Canadian makers completed 592,598 autos during the first six months of 1984, 10.94 percent greater than last year's 534,168. It was the best build for the period since 613,754 were assembled in 1978.

The Canada Day (July 2) holiday shortened work schedules and caused assembly totals to slip last week. The auto makers targeted completion of 13,944 units, down 38.59 percent from the previous week's 22,708 but 9.57 prcent higher than the year ago week's 12,726.

So far this year, the industry has completed 604,683 cars, 10.82 percent better than 545,660 finished at this time last year.

Canadian truck manufacturers completed their most productive six-month period ever, finishing 436,776 units, 58.38 percent above 275,778 assembled during the 1983 period. This year's build tops the 415,339 trucks assembled in 1979, the previous best first-half tally.

Holiday-abbreviated schedules caused projected output to drop to 11,656 trucks last week, down 27.46 percent from the prior week's 16,069 but 35.99 percent greater than the year-ago week's 8,571.

Year-to-date, 446,588 trucks have been completed, 57.83 percent above 282,963 built during the comparable 1983 period.

International Harvester's Chatham (Ont.) and Vancouver (B.C.) facilities were idle last week for the first of two weeks of summer vacation. Both plants are scheduled to return July 16.

Ford Motor Co.'s Oakville (Ont.) truck assembly plant was also down for vacation last week.

Chrysler Corp. estimated production of 2,060 Dodge Caravans, 1,855 Plymouth Voyagers and 785 Mini Ram Vans at its Windsor (Ont.) facility last week bringing the year-to-date T-115 total to 120,319.

CANADIAN CAR PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
AMERICAN MOTORS	.....	.....	.....	1,947	15,532	12,285
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	3,876	278	10,518	44,171	120,080	238,235
GENERAL MOTORS	9,888	12,223	11,965	55,035*	300,521	348,367
VOLVO	180	225	225	945	5,670	5,831
Total Cars, Canada	13,944	12,726	22,708	102,098	545,660	604,683

TRUCK PRODUCTION IN U.S.†

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
CHEVROLET	16,312	15,272	21,276	97,769	413,066	524,164
DODGE	3,000	2,644	3,973	17,902	70,940	109,634
FORD	.....	.....	25,169	109,308	461,762	627,283
GMC	4,995	4,359	6,874	27,891	134,731	170,560
INTERNATIONAL	.....	275	1,280*	6,813*	26,860	39,139*
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	.....	.....	3,883	17,487	38,494	100,209
NISSAN	2,150	.....	2,174	8,922	.....	51,429
AM GENERAL	40*	40*	50*	249*	1,280	1,370*
MISCELLANEOUS	800*	800*	1,000*	4,960*	25,600	27,200*
Total Trucks, U.S.	27,297	23,390	65,679	291,301	1,174,812	1,650,988

CANADIAN TRUCK PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
CHRYSLER CORP.	6,904	2,332	6,942	34,650	70,495	195,398
FORD MOTOR	.....	229	3,390	14,065	73,196	84,442
GENERAL MOTORS	4,752	6,010	5,534	25,776*	136,056	162,835
INTERNATIONAL	.....	.....	203	801	3,216	3,913
Total Trucks, Canada	11,656	8,571	16,069	75,292	282,963	446,588
N. American Trucks	38,953	31,961	81,748	366,593	1,457,775	2,097,576

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production for 1st half tops 1983 by 43 pct.

Domestic truck production for the first six months of 1984 was the highest in five years.

The industry compeleted 1,638,000 trucks during the first half of the year, 43.35 percent better than 1,142,657 finished during the same 1983 period. This year's tally was the best since 1,891,166 trucks were built in 1979.

Independence Day (July 4) shortened work schedules last week and resulted in a drop in production. Truck makers slated assembly of 27,297 units, down 58.43 percent from the previous week's 65,679 but 16.70 percent higher than the year-ago week's 23,390.

Year-to-date, 1,650,988 trucks have been assembled in the U.S., 40.53 percent greater than 1,174,812 finished at this time last year.

Ford Motor Co.'s six truck facilities were idle last week as the company began summer vacation July 2. The plants are scheduled to return July 16.

American Motors Jeep facility at Toledo also began summer vacation last week and is also scheduled to resume production July 16.

International Harvester's Springfield (Ill.) plant was down last week for the first of two weeks of vacation and is expected to return July 16.

Chrysler extends truck incentives; Fifth Ave. added

Chrysler Corp. is still pushing truck incentives and has started a new Chrysler Fifth Ave. incentive as well.

Chrysler extended its "Import Truck Spring Dollars" program for dealers only from June 30 to July 31. It pays $100 to $400 per vehicle, depending on attainment of sales objectives, plus $100 for a fast-start phase on '83/'84 import trucks.

On domestic two- and four-wheel-drive Ram 250 and 350 pickups, Chrysler is continuing to offer $500 consumer rebates through July 31.

A "Rampage Rollout" program from June 21 to July 31 also pays dealers $500 for each eligible '83/'84 unit, after a one-unit, no-pay qualifier.

Finally, from June 21 to Aug. 10, dealers receive $500 to $1,000 on sales of Fifth Ave. models. Zero to 49.9 percent of objective pays nothing; 50 to 99.9 percent pays $500 per unit; 100 to 124.9 percent pays $700 per unit, and 125 percent and over pays $1,000 per unit, non retroactively. There is a three-unit, no-pay qualifier in this contest.

U. S. CAR PRODUCTION

	Week Ended July 7, 1984	Week Ended July 9, 1983	Week Ended June 30, 1984	June total	Jan. 1, to July 9, 1983	Jan. 1, to July 7, 1984
AMERICAN MOTORS	3,350	.....	.....	9,611	89,855	99,419
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,350	.....	.....	9,611	85,784	99,419
Alliance	2,000	.....	.....	5,061	85,784	53,427
Encore	1,350	.....	.....	4,550	.....	45,992
CHRYSLER CORP.	18,650	14,869	27,756	122,540	452,859	709,358
Plymouth Total	5,450	5,586	7,978	34,131	161,709	206,965
Horizon	2,300	2,048	3,049	14,718	56,923	85,415
Reliant	2,500	3,531	4,156	16,251	101,860	105,244
Caravelle†	250	7	148	867	2,909	5,165
Gran Fury	400	.....	625	2,295	.....	11,141
Chrysler Total	6,400	3,113	10,045	43,151	109,155	239,490
LeBaron	2,100	1,175	3,193	13,436	50,090	72,633
Laser	1,100	.....	1,744	7,584	.....	43,356
Chrysler E-Class	1,700	1,938	2,448	11,125	59,065	61,048
Fifth Avenue	1,500	.....	2,660	11,006	.....	62,453
Dodge Total	6,800	6,170	9,733	45,258	181,995	262,903
Omni	2,300	2,338	2,905	13,912	65,037	80,803
Aries	2,000	2,023	2,709	13,014	75,861	83,074
Daytona	800	.....	1,230	5,276	.....	32,365
Dodge 400	.....	301	.....	.....	17,851	.....
Dodge 600	1,200	1,508	1,892	8,393	23,246	46,264
Diplomat	500	.....	997	4,663	.....	20,394
FORD MOTOR	.....	.....	36,271	157,663	768,808	926,325
Ford Division	.....	.....	21,917	99,412	493,415	602,334
Escort	.....	.....	6,473	30,962	136,944	186,244
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	.....	.....	3,053	13,455	63,944	71,347
LTD	.....	.....	3,957	17,668	92,125	115,676
Thunderbird	.....	.....	2,493	12,201	106,957	83,421
Crown Victoria	.....	.....	1,717	61,931	47,798	40,350
EXP	.....	.....	1,078	4,125	1,184	17,877
Tempo	.....	.....	3,146	14,808	20,735	87,419
L-M Division	.....	.....	14,354	58,251	275,393	323,991
Mercury Total	.....	.....	10,750	42,327	217,078	234,146
Lynx	.....	.....	1,673	5,892	35,930	35,991
Capri	.....	.....	279	1,063	12,335	9,390
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	.....	.....	2,748	11,773	39,476	60,315
Cougar	.....	.....	3,014	11,302	60,694	55,857
Grand Marquis	.....	.....	1,882	8,915	53,671	50,266
LN7	.....	.....	.....	.....	290	.....
Topaz	.....	.....	1,154	3,382	6,081	22,327
Lincoln Total	.....	.....	3,604	15,924	58,315	89,845
Continental	.....	.....	953	4,188	8,516	19,932
Lincoln	.....	.....	2,235	9,940	30,406	52,976
Mark VI/VII	.....	.....	416	1,796	19,393	16,937
GENERAL MOTORS	70,034	71,978	90,576	374,342	2,032,963	2,496,770
Buick Division	17,937	18,074	21,060	89,162	476,255	547,199
Skylark	1,516	2,665	2,084	9,189	59,141	53,221
Skyhawk	2,220	1,531	3,139	12,629	38,434	85,181
Somerset Regal	225	.....	66	74	.....	299
Century	4,176	3,040	4,189	19,109	84,869	120,351
Regal	3,870	3,953	4,613	19,423	132,514	119,997
Buick	3,818	5,908	4,600	18,232	137,200	117,494
Riviera	832	977	834	3,731	24,097	27,824
Electra (fwd)	1,280	.....	1,535	6,775	.....	22,832
Cadillac Division	4,817	5,548	6,126	27,087	173,212	177,182
Cimarron	192	276	249	1,140	10,965	9,461
Seville	536	469	734	3,241	18,469	22,158
Eldorado	1,192	1,078	1,627	7,235	40,544	42,580
Cadillac	1,421	3,725	1,936	8,127	103,234	78,976
DeVille (fwd)	1,476	.....	1,580	7,344	.....	24,007
Chevrolet Division	23,721	24,650	29,292	124,141	649,067	851,425
Chevette	2,100	3,267	2,583	8,742	98,647	105,533
Cavalier	6,434	6,331	8,698	37,611	145,480	222,515
Celebrity	5,061	4,297	5,689	26,664	65,405	160,911
Camaro	4,683	3,948	5,025	22,235	105,451	141,643
Citation	2,158	1,172	2,393	9,469	58,318	59,669
Malibu/El Camino	.....	2,613	.....	989	82,537	16,346
Monte Carlo	1,167	1,397	1,847	6,403	48,741	64,745
Chevrolet	1,548	1,128	2,244	9,442	32,618	62,586
Corvette	570	497	613	2,586	11,870	17,477
Oldsmobile Division	15,380	18,401	23,238	90,986	528,385	624,561
Omega	728	1,350	896	3,839	35,093	27,497
Firenza	932	887	1,213	5,260	25,729	40,876
Cutlass Supreme	2,753	5,281	4,075	15,466	151,506	157,502
Cutlass Ciera	4,006	3,472	6,320	25,183	104,681	151,499
Oldsmobile	4,741	6,715	7,421	28,770	190,134	196,321
Olds 98 (fwd)	1,580	.....	2,283	7,945	.....	25,492
Toronado	640	696	1,030	4,523	21,242	25,374
Pontiac Division	8,179	5,305	10,860	42,966	206,044	296,403
Acadian†	140	166	192	734	9,446	9,314
2000 Sunbird	2,168	1,422	3,430	13,729	54,631	80,852
1000	556	534	773	2,651	22,325	22,134
Firebird	2,419	1,566	2,681	11,272	50,789	62,047
Phoenix	374	450	878	3,627	15,084	13,686
Grand Prix/Bonneville	.....	1,167	.....	.....	53,769	29,733
Parisienne	338	.....	542	2,104	.....	15,101
Fiero	2,184	.....	2,364	8,849	.....	63,536
HONDA	.....	.....	3,000*	12,187*	18,477	66,452*
VOLKSWAGEN	.....	1,911	.....	5,036	47,896	55,431
Total Cars, U.S.	92,034	88,758	157,603	681,379	3,410,858	4,353,755
Total Cars, Canada	13,944	12,726	22,708	102,098	545,660	604,683
N. American Cars	105,978	101,484	180,311	783,477	3,956,518	4,958,438
N. American Trucks	38,953	31,961	81,748	336,593	1,457,775	2,097,576
North American Cars and Trucks	144,931	133,445	262,059	1,120,070	5,414,293	7,056,014

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Caldwell honored

MINNEAPOLIS. — Ford Motor Co. Chairman Philip Caldwell received the American Academy of Achievement's Golden Plate Award at its Salute to Excellence weekend here. Honored were business, academic, military and political leaders, sports and show business personalities and high school honor students.

C2700-14

Automotive News

July 16, 1984

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Coming from GM

Grand Am coupe for '85

The Grand Am coupe joins the Pontiac lineup this fall. It has a wheelbase of 103.4 inches, and its overall length is 177.5 inches. In size, it fits between the 2000 Sunbird (J-car) and the 6000 (A-car). The Grand Am is Pontiac's version of the GM20 car and is a sister of the Oldsmobile Calais and the Buick Somerset Regal. Story on Page 3.

Ron Lieberson

Chevrolet model has added punch

Muscle for the 1985 Chevrolet Cavalier convertible, shown in this unofficial photo, is provided by a 2.8-liter, fuel-injected V-6. Also standard are heavy-duty suspension and beefy tires. Tail lights have a five-rib design and redesigned instrument panel has an electric tachometer and a digital speedometer.

breaking news

Michelin names American boss

CLERMONT-FERRAND, France.—Michelin has named Yves Trellu to the new post of chief operating officer of its North American operations. He has been with the company's capital investments group here.

1,440 at Chrysler to receive bonuses

DETROIT.—Chrysler Corp.'s Compensation and Benefits Committee has approved bonuses to 1,440 senior-level managers. The amounts of bonuses to top executives will be revealed in the proxy statement which comes out next spring. The committee, made up of directors who are not Chrysler employes, described the bonuses as "prudent" and "reasonable" in light of Chrysler's stringent corporate goals, and said the amount is much less than the $51.6 million approved by shareholders at the annual meeting in June. The bonus will be the first paid in seven years.

Europe to switch to lead-free gas by 1989

LUXEMBOURG.—Lead-free gasoline will be introduced throughout the European Economic Community by 1989, although individual countries will be allowed to introduce it sooner. Several said they would.

NEWSPAPER

Despite reduction in total inventory

Car supply up to 52 days

By Kathleen Hamilton
Assistant Managing Editor

The balance of domestic new-car inventories improved during June as General Motors' sales slowed among some of its lines in shortest supply, and Volkswagen and American Motors improved their figures by cutting production.

The inventory of new domestic cars in dealer and factory stock dropped for the fourth straight month to a July 1 total of 1,445,799. It was the smallest domestic stockpile since Jan. 1. On June 1, stocks stood at 1,467,214.

But because the daily selling rates in all segments slowed down a bit last month, the July 1 days' supply rose to 52 days. It was the first increase in five months. There were 47 days' worth of cars in inventory June 1, and 47 on July 1, 1983.

All of VW's improvement in its days' supply of U. S. Rabbits can be attributed to its halt in production while its Westmoreland (Pa.) plant changes over to build the new Golf. VW's sales rate for the month was down, but not as much as its production.

At AMC, the story was different. The company did indeed reduce production, but the sales rates of both its big sellers — Renault Alliance and Encore — also showed big improvements during the month. As a result, its days' supply fell from 97 to 78 — still heavy and well above its 55-day stock of a year earlier.

• At GM, the days' supplies of the big rear-drive cars — Parisienne, Bonneville, Cadillac DeVille and Oldsmobile 98 — were higher than the supplies of the new front-drive cars that are replacing them at most of the divisions.

Oldsmobile was struggling with even fewer cars in stock than it had a month earlier, as changeover time came ever closer. Olds cut production of the Firenza and increased Firenza sales, ending the month with a 49-day supply — far better than the 72 days it held a month earlier. Combined, though, the division had only a 31-day stock of cars, the same as on June 1.

The rest of the GM divisions saw sales decreases — perhaps

Continued on Page 8, Col. 5

4-year phase-in ruled for passive restraints

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The new passive-restraint standard — issued by Transportation Secretary Elizabeth H. Dole — is a two-track system intended to save as many lives as possible as soon as possible.

Thus, it weds a push for mandatory state use laws with a phased-in mandatory passive restraint standard. It even includes a government/industry educational program that teaches belt use and proclaims the benefits of air bags.

Because it gives something to almost everyone but refrains from giving all to anyone, it has met with varied reaction.

Even before the announcement was made, there were protests. State Farm, joined by the National Assn. of Independent Insurers, went to court in the District of Columbia Circuit where it had previously won its challenge to the rescission of the previous standard by former NHTSA Chief Raymond A. Peck.

The Automobile Importers of America went to court in the Ninth Circuit in California to protect the concerns of its mixed bag of members.

Meanwhile, Dole was hailed as a miracle worker to get White

Continued on Page 63, Col. 1

Dole's decision in brief

Compliance

Manufacturers are in compliance when the car's driver and right-front-seat passenger are protected in a 30-MPH crash into a fixed barrier.

Effective dates

Standard applies to 10 percent of all cars manufactured for sale in the U. S. after Sept. 1, 1986; 25 percent of those made after Sept. 1, 1987; 40 percent after Sept. 1, 1988, and all cars built after Sept. 1, 1989.

Belt-use laws

The automatic-restraint requirements of the standard will be rescinded if states accounting for two-thirds or more of the U. S. population have enacted mandatory seat-belt laws before April 1, 1989. The laws must be enforced by September, 1989.

Means of compliance

Auto makers may use any means of automatic crash protection that meet the standard. This includes automatic belts, air bags or any new technologies that provide occupant protection in a 30-MPH crash test.

Alternate technology

To encourage the use of air bags or other new technologies, such as energy-absorbing interiors, the Department of Transportation will credit a manufacturer with 1½ cars for every one car complying with the standard on the driver's side by means other than an automatic belt and with an automatic restraint of any design on the passenger's side. This credit applies during the phase-in period (model years 1987-89) only.

Education program

As a separate measure, a total of $40 million a year in Department of Transportation and private sector funds will be made available in support of a cooperative education program to encourage greater use of safety belts and mandatory usage laws.

Taiwanese firm linked to Ford markets phony Volvo fenders

By John A. Russell
New York Staff Writer

ROCKLEIGH, N. J. — A Taiwanese machine works company linked with the subsidiary of Ford Motor Co. on that island is manufacturing and exporting to the U. S. Volvo front fenders in apparent violation of U. S. patent laws.

It appears to be costing the Swedish auto maker millions of dollars in lost sales.

The counterfeit fenders were traced to Lio Ho Machine Works, Ltd., which is a member of the Lio Ho Group. In its sales brochure the company notes the group includes Ford Lio Ho Motor Co., Ltd., an engine manufacturer owned by Ford Motor Co. The company claims it is an OEM supplier to Ford Lio Ho, and Ford Motor Co., Ltd., of Australia and Malaysia.

Mitchell Duncan, Volvo of

Continued on Page 62, Col. 1

BEST COPY AVAILABLE

Pontiac preps its version of GM20 car

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — Seeking to crack the upscale sport coupe market dominated by imports, Pontiac is readying its version of the GM20 car for an early October introduction.

Named Grand Am, the coupe rides on a 103.4-inch wheelbase, has an overall length of 177.5 inches and a width of 66.9 inches.

Although the car is not a successor to the Phoenix, its size is slotted in the position vacated by the X-car in Pontiac's line, between the J and A bodies.

Base powerplant in Grand Am is a 2.5-liter four-cylinder engine dubbed the Tech 4. The engine is essentially the Iron Duke fitted with throttle-body injection (TBI), swirlport heads and roller bearing lifters. It produces 92 HP at 4,000 RPM, and 134 pounds-feet of torque at 2,800 RPM.

The four-cylinder engine can be ordered with either a three-speed automatic or five-speed manual transaxle.

A Buick-produced 3.0 liter V-6 engine is optional and is available with the three-speed automatic only. The 90-degree V-6 features port fuel injection and is rated at 125 HP at 4,900 RPM. The powerplant produces 150 pounds-feet of torque at 2,400 RPM.

Suspension on the front-wheel-drive car is MacPherson struts forward and semi-independent trailing arms with coil springs in the rear. Brakes are front disk-rear drum.

Power-assisted rack-and-pinion

Continued on Page 66, Col. 1

Unique test drive

Neal Pope AMC-Jeep-Renault, Atlanta, held a Jeepers Jamboree which attracted many four-wheel-drive fans to the rugged terrain of the specially constructed off-road driving area adjacent to the dealership. A steady line of drivers mastered the course, which tested the versatility of the Jeeps.

Other makers abstain

Chrysler provides convention cars

By Keith Gave
Detroit Reporter

Chrysler Corp. is providing 80 chauffeur-driven cars and vans to shuttle political dignitaries around during the Democratic and Republican conventions, company officials said.

"It makes good marketing sense to have that kind of visibility," said Dick Muller, of Chrysler's Washington office. He emphasized that providing the vehicles should not be confused with a political contribution.

"It's in the same category as providing cars to the Rose Bowl, the Olympics or the Louisiana World Exposition," Muller said, citing "a considerable body of legal opinion" that supports the action as separate from political campaign contributions.

He said the company will provide 60 cars, mostly New Yorkers, with some Fifth Avenues and Dodge Diplomats, 10 vans and 10 T-wagons.

The cars will be used primarily by the heads of state delegations, usually governors, and other convention VIPs, while the vans may be used by the convention committees to move people and equipment around.

"We don't specify" who uses them, Muller said. "It's up to them."

• Chrysler also is leasing about 10 limousines to the Secret Service to chauffeur candidates' families around, Muller said.

All the vehicles will be shipped from San Francisco after this week's Democratic gatherings to Dallas for the Republican convention next month. After that, they will be sold as new vehicles through dealers in the Southwest, Muller said.

"We already have a request from Georgia for one of those limos," he added.

Chrysler apparently is the only auto maker providing cars.

"Usually they (political leaders) come and ask," Muller said. "In our case, I think they came to us first."

General Motors, Ford Motor Co., American Motors and Volkswagen said they were not providing cars.

Honda spokesman Dave Jenkins said Honda couldn't have provided any vehicles even if the company had been asked because "we're so damned short of cars, we don't have any available."

"We steer clear from that," said Toyota spokesman Kurt Von.

Must stay competitive, Ford's Pestillo says

Outsourcing decisions linked to new contract

By Marjorie Sorge
Labor Editor

Ford Motor Co.'s future sourcing decisions will depend on how competitive its new contract with the UAW makes it in the worldwide auto market, according to Peter J. Pestillo, labor relations vice president.

In an interview with Automotive News, Pestillo indicated that any new UAW-Ford agreement could not raise labor costs much higher than the $22.67 (in 1983) an hour if small-car production is to remain in the U.S. and other products are to continue to be produced in-house.

The UAW's number one demand is job security and the union says it is closely linked to limiting outsourcing. But Pestillo said both demands are directly connected to the company's competitiveness and are not necessarily one and the same.

"People who talk about outsourcing and job protection in the same breath are confusing problems and remedies," he said. "The problem is job protection — how do we go about assuring this workforce reasonable employment over a period of time.

"The remedies include workplace and workforce guarantees like the Guaranteed Income Stream (which provides payments to high seniority workers laid off because of plant closings), other forms of income protection and sourcing restrictions to some extent.

"But, to me, the least effective remedy is the sourcing restriction because that doesn't assure that you have production. I think we have all learned that the extent to which we deny flexibility in an industry as volatile and dynamic as this may be inviting bigger problems."

The watchword during negotiations at Ford will be competitiveness and the company's place in the worldwide market. Pestillo indicated all talks will be based on that one issue.

"The future of the small car in America is linked to a responsible settlement, so there is every reason for us to work together," he said.

"The fifth year (of the Voluntary Restraint Agreement on Japanese cars) is directly linked (to a responsible labor agreement and) to the small car in terms of products. We are facing a major competitive disadvantage vis-a-vis the Japanese. There is no way we can leap the $2,200 hurdle (Japanese advantage per car) with wage rates that grow dramatically higher than they are today."

According to Pestillo, there is currently an $8 to $10 an hour

Continued on Page 66, Col. 1

Kelderman rejoins Automotive News

Jake Kelderman has rejoined Automotive News' Washington Bureau as a Washington Reporter.

He had previously served in the bureau from 1976 to 1983. Prior to rejoining Automotive News, he finished co-authoring a book, Dealerships: Car and Truck Retailing Through the '90s.

Kelderman is a graduate of the University of Wisconsin School of Journalism.

Wash. Journalism Review, Crain tie up

Crain Communications, Inc., has entered into a partnership arrangement with Washington Journalism Review.

The partnership will substantially expand the operations of the Review, the national magazine serving both broadcast and print columnists, commentators, communicators and journalists.

Jessica Catto will continue as publisher and Katherine Winton Evans will remain editor at the publication's Washington headquarters at 2233 Wisconsin Ave. A New York advertising office has been opened in Crain's offices there, 220 E. 42nd St.

In a joint statement reporting the affiliation, Catto and Sidney R. Bernstein, chairman of Crain's Executive Committee, said:

"Washington Journalism Review has developed exceptional recognition among both print and broadcast journalists under the editorship of Kay Evans. Although it is only four years old, we believe it is fast approaching leadership not only among journalists and communicators in both broadcast and print media but also among government executives and business officials whose primary function involves dealing with the public.

"Although plans are not complete, it has already been decided that the Review will hereafter publish 12 times a year (up from 10 times a year) and will be audited by Audit Bureau of Circulations as a business paper rather than a general magazine."

Crain Communications publishes more than 20 newspapers and magazines — including Automotive News, Advertising Age, Crain's Chicago Business and Modern Healthcare.

index

Auction reports	50, 51
Automotive World News	35
Classified advertising	52
Editorial page	10
Engineering	22
Personnel	22
Production by makes	67
Registrations, car	30
Truck highlights	16

59th year — No. 5031

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Consumer complaints being remedied

Lemon laws trigger more buybacks

By Jeff Spivak
Detroit Reporter

The wave of auto lemon law legislation spreading across the country has helped consumers achieve a higher rate of manufacturer buybacks of defective new cars while generally working to remedy the "No. 1 consumer complaint."

But U.S. car makers maintain their original contention that the laws are not needed.

Lemon laws generally require manufacturers to either refund a customer's money or replace a new vehicle that is out of service for 30 days or more during the first year or first 12,000 miles of ownership, plus those cars with defects still not corrected after a specified number of service attempts (usually four).

So far, such legislation has been enacted in 33 states, 15 in 1984 alone.

Statistics for two of the earliest states to pass lemon laws also show the immediate impact the consumer protection move has had on the industry: Manufacturers are buying back more cars in the arbitration process that consumers are required to follow.

• According to the Mediation and Arbitration Program of the Council of Better Business Bureaus in Arlington, Va., 22.1 percent of New York State arbitration decisions resulted in buybacks during a nine-month period from June, 1983, when the state's lemon law went into effect.

During the first six months of 1983, though, buybacks were decided in just 11.9 percent of the cases. Before the lemon laws, there were no formal standards or procedures for buybacks.

The same trend occurred in North Carolina, whose lemon law also went into effect last summer. Arbitration panels ordered buybacks in 15.4 percent of the decisions during the same nine-month period, compared with 10.5 percent for the preceding six months.

Those figures might be inflated, though, as car sales have increased and more vehicles are covered by lemon laws.

"The new legislation reflects consumer problems with new

Continued on Page 61, Col. 1

Ferrari 'Day' planned

ROLLE, Switzerland. — Collectors and admirers of Ferrari cars plan to hold a one-day exhibition—"The Day of the Automobile"—here Sept. 2. A contest will be held for the most elegant car, and additional prizes will be given to the best attractions.

Fun and games for the conventions

It's 'Political Pursuit' time at Ford

By Keith A. Gave
Detroit Reporter

Which president first used the Lincoln as a presidential car?

How many times was Richard Nixon on the presidential ticket?

Who received 32 first-place votes at the 1916 GOP convention?

What important Ford event occurred on April 17, 1964?

The questions are from a new game called "Political Pursuit," Ford's low-key, but hardly trivial attempt to focus a little attention on itself during the political conventions this summer.

Read on for the answers.

The game, which features 400 questions — 100 each in three political categories and another 100 on Ford Motor Co. — will be distributed to the 1,200 journalists who cover the Democratic convention in San Francisco and the Republican gathering in Dallas.

"We figured there are only so many tote bags you can walk away with," said Bob Waite, of Ford's public affairs office in Washington, referring to all the freebies offered the working media.

"And there are only so many drinks you can drink at a convention, although for some that may be more than for others."

Waite, Barbara Mansfield and their boss, Jerald F. terHorst, created the game, which Waite said is "guaranteed to challenge" the trivia literacy of such political heavyweights as syndicated columnist George Will and Time's Hugh Sidey.

Who keynoted the 1964 Democratic convention? The 1980 convention?

Which 1980 GOP candidate was born in a boxcar?

Keep reading.

Ford contracted a playing card company to put the game together. It consists of 100 cards with four questions on one side and the answers — all verified by the Library of Congress — on the other.

"It's similar to a bridge deck," Waite said, "only with the Ford logo discretely placed."

There are no dice or other moving pieces. In fact, the only object of "Political Pursuit" is to humor convention reporters with questions from categories on elections and primaries, presidents and candidates, or conventions and parties. And, of course, Ford.

Which two gangsters wrote Henry Ford, praising his car?

During which years was the Edsel produced?

The Edsel, most trivia buffs know, made its ill-fated appearance from 1957-59. John Dillinger and Clyde Barrow liked Ford's cars.

Coolidge was the first president to use the Lincoln; Nixon was on the ballot five times, count 'em, five, times; Henry Ford garnered 32 first-place votes at the 1916 Republican convention, and the Mustang made its auspicious debut in April, 1964.

Rhode Island Senator John O. Pastore keynoted the 1964 Democratic convention and Michigan Rep. Guy Van der Jagt keynoted the 1980 GOP meeting; Benjamin Fernandez was born in a boxcar.

Based on the current trivia craze, Ford figured to reap a harvest of publicity with its game. Already, it has been featured in the Washington Post and is scheduled to debut soon on national television in a morning news show, Waite said, adding that a second edition — 400 new questions — is already in the works.

Pretty good mileage for a rather small investment, he admitted. "Better than a tote bag."

Alfa Romeo's newest shamrock

Alfa Romeo is introducing this sporty version of its 33 model in Italy and soon in other European markets. Called the 22 Quadrifoglio Verde (green four-leaf shamrock), it is the fifth version in the range and is not available in the U. S. The 33 QV gets a newly tuned engine, newly set suspension, brakes and aerodynamic improvements. Small spoilers have been added front and rear, underneath the bumpers.

Guardian Industries chief plans to buy all firm's stock

By Michelle Krebs
Financial Editor

NORTHVILLE, Mich. — William Davidson, president, chief executive and principal shareholder of Guardian Industries, Inc., a supplier of glass for the automotive industry, announced plans to purchase the rest of the company's stock.

Davidson, who owns 42.4 percent of Guardian Industries' stock, said he is negotiating with 10 major shareholders, who hold about 4.4 million of the company's 22.1 million outstanding shares for a combination of cash and principal amount of debt securities totaling $24 a share.

The rest of the shares would be purchased for cash only.

The $305.5 million transaction would make Guardian Industries a private company.

In addition, the company has been buying its own stock on the open market since spring. The stock price is considered undervalued, fluctuating between $14 and $27 per share in the past year. Upon announcement of the buyout, the stock jumped 6½ points to $21.75.

The buyout offer is subject to certain conditions including obtaining necessary financing, completing a deal with the 10 major shareholders and the restructuring of the company's present debt.

Guardian Industries has enjoyed eight consecutive years of revenue and earnings growth. In 1983, the company had income of $38.1 million on revenue of $469.6 million.

Headquartered in Northville, the company manufacturers flat glass products for the construction and transportation industries. It also processes film for the amateur photography market and makes insulation materials.

N. C. child restraint law carries stiffer penalty

CHAPEL HILL, N. C. — The penalty for violation of North Carolina's mandatory child-restraint law has been increased from a warning citation to a fine of up to $10.

Passed in 1981 and effective since July 1, 1982, the law requires that all children under age two who are traveling with their parents in a "family purpose" vehicle be restrained in a safety seat (required for those under age one) or a seat belt.

Early July sales climb 32 pct.; best since '78

Early-July domestic new-car sales were up 32.02 percent from a year earlier and figured to an annual rate of 8.95 million. Total for the 10 days was 179,026 compared with 135,604. It was best for July 1-10 since 1978 when 209,964 new cars were delivered.

For the period, General Motors was up 29.35 percent, to 103,655 from 80,135 last year. Ford Motor Co. was up 39.93 percent, to 44,323 from 31,673. Chrysler Corp. reported sales of 21,827 passenger cars, up 19.60 percent from 18,250. American Motors sales, estimated at 5,400, were up 47.95 percent from 3,650. Volkswagen was up 68.60 percent, to 1,224 from 726, and Honda was up 121.97 percent, to 2,597 from 1,170.

GM's share of the market dipped to 57.90 percent from 59.09 percent. Ford had 24.76 percent, up from 23.36 percent. Chrysler earned 12.19 percent, down from 13.46 percent. AMC climbed to 3.02 percent from 2.69 percent; VW had 0.68 percent compared with 0.54 percent, and Honda grew to 1.45 percent from 0.86 percent.

Year-to-date sales were up 27.51 percent, to 4,425,369 from 3,470,632.

Spady marks 25

HASTINGS, Neb. — Jerry Spady has celebrated 25 years as a Pontiac dealer here.

NEW-CAR STOCKS

	July 1, 1984	June 1 1984	July 1, 1983
Alliance	78	101	53
Encore	72	90	....
Spirit	....	....	51
Concord	....	....	21
Eagle	102	105	93
AMERICAN MOTORS	78	97	55
Horizon	66	52	45
Reliant	48	52	41
Turismo/TC-3	67	65	40
Plymouth	35	22	35
Plymouth Total	54	52	41
LeBaron	67	61	60
Laser	75	72	....
Cordoba	....	....	57
Fifth Avenue	99	86	74
New Yorker E	100	81	82
E-Class	101	73	97
Chrysler Total	84	73	73
Omni	65	58	52
Daytona	77	81	....
Charger/024	77	71	50
Aries	55	61	37
400/600	71	66	60
Mirada	....	....	100
600 4-dr.	89	73	101
Diplomat	48	51	41
Dodge Total	66	65	50
CHRYSLER CORP.	68	64	56
EXP	48	45	51
Escort	65	60	27
Fairmont	....	....	42
Tempo	74	90	45
Mustang	63	54	59
Thunderbird	80	60	84
LTD	50	43	51
Crown Victoria	55	58	30
Ford Division	64	63	44
LN7	....	....	47
Lynx	73	72	38
Topaz	78	87	43
XR-7/Cougar	60	58	70
Zephyr	....	....	50
Marquis	38	35	59
Grand Marquis	59	51	39
Capri	75	80	78
Total Mercury	60	57	51
Continental	41	68	95
Lincoln	41	28	62
Mark VII	62	69	75
Lincoln Total	45	45	72
FORD MOTOR	61	60	47
Skyhawk	59	52	33
Skylark	42	43	42
Century	42	32	62
Regal	59	48	46
LeSabre	47	34	33
Electra	24	25	55
Riviera	49	43	47
Buick Division	47	40	45
Cimarron	111	98	51
Eldorado	57	47	59
Cadillac	26	30	52
Seville	52	43	59
Cadillac Division	40	39	56
Chevette	58	49	46
Cavalier	42	33	23
Citation	47	44	64
Camaro	65	54	47
Celebrity	34	28	44
Malibu	93	51	38
Monte Carlo	52	46	60
Chevrolet	52	45	49
Corvette	68	44	23
Chevrolet Division	48	40	42
Firenza	49	72	40
Cutlass Ciera	26	24	50
Omega	36	45	33
Cutlass Supreme	25	27	28
Olds 88	32	29	25
Olds 98	26	30	28
Toronado	64	60	54
Oldsmobile Division	31	31	33
Fiero	20	11	....
1000	67	67	56
2000 Sunbird	55	48	29
Phoenix	95	70	60
Firebird	44	35	46
6000	33	34	48
Bonneville	84	57	49
Grand Prix	58	54	58
Pontiac	82	65	57
Pontiac Division	52	43	47
GENERAL MOTORS	44	38	46
VOLKSWAGEN	70	83	47
HONDA	15	15	19
Total Cars U.S.	52	47	47
SUBCOMPACT	60	58	44
COMPACT	58	54	45
INTERMEDIATE	46	41	52
STANDARD	49	43	45
LUXURY	44	42	48

New-car stock cut back 4th month in row

Continued from Page 1

because of shortages. In total, GM's days' supply stood at 44 on July 1, up from 38 the month before.

Chrysler Division's high-line cars showed inventory increases during the month, as sales of the New Yorker E and the Chrysler E-Class slowed. The 99-day supply for the Fifth Avenue, however, was due to a major hike in its production level.

Ford Motor Co. both improved the selling rates and reduced production levels of Tempo and Topaz, thereby improving those days' supply figures.

There still weren't enough domestic Accords for Honda to sell: 15 day's worth. But once again, that was better than Honda's import stockpile. (Import inventories will be published next week.)

• The July corporate breakdown of domestic inventories was: GM, 42.81 percent; Ford, 29.31 percent; Chrysler, 16.71 percent; AMC, 3.44 percent; VW, 1.24 percent, and Honda, 0.47 percent.

The size-class breakdown showed the slowdown in sales rates was universal. And although the days' supplies were up in every category, the actual number of cars in stock rose in only two categories: Standard size and luxury autos.

Here's that breakout for July 1: Subcompact, 20.45 percent of inventories; compact, 28.18 percent; intermediates, 28.99 percent; standard, 13.57 percent, and luxury, 8.81 percent.

One month earlier, the shares were subcompact, 21.14 percent; compact, 28.26 percent; intermediate, 29.43 percent; standard, 12.61 percent, and luxury, 8.56 percent.

The days' supplies of subcompacts on July 1: Alliance, 78; Charger, 77; Daytona, 77; Laser, 75; Lynx, 73; Encore, 72; Rabbit, 70; Turismo, 67; Pontiac 1000, 67; Horizon, 66; Omni, 65; Escort, 65; Chevette, 58; EXP, 48; Fiero, 20, and Honda, 15.

• The breakdown for compacts was Cimarron, 111; Eagle, 102; Topaz, 78; Capri, 75; Tempo, 74; Dodge 600 2-door, 71; LeBaron, 67; Camaro, 65; Mustang, 63; Skyhawk, 59; Aries, 55; 2000 Sunbird, 55; Firenza, 49; Reliant, 48; Firebird, 44, and Cavalier, 42.

For intermediates: Chrysler E Class, 101; New Yorker E, 100; Phoenix, 95; Malibu, 93; Dodge 600 four-door, 89; Bonneville, 84; Thunderbird, 80; Cougar, 60; Regal, 59; Grand Prix, 58; Monte Carlo, 52; LTD, 50; Citation, 47; Skylark, 42; Century, 42; Marquis, 38; Omega, 36; Celebrity, 34; Pontiac 6000, 33; Cutlass Ciera, 26, and Cutlass Supreme, 25.

For standard-size cars: Parisienne, 82; Grand Marquis, 59; Crown Victoria, 55; Chevrolet, 52; Diplomat, 48; Gran Fury, 35, and Oldsmobile 88, 32.

In the luxury class: Fifth Avenue, 99; Corvette, 68; Toronado, 64; Mark VII, 62; Eldorado, 57; Seville, 52; Riviera, 49; Lincoln, 41; Continental, 41; Oldsmobile 98, 26; Cadillac, 26, and Electra, 24.